

Activity 1: Pitch Pulse-Raising Test Directions

A great pitch needs to convey passion and resonate with an investor on an emotional level within the first minute. Your core message and passion also need to be easily repeatable. Does your current hook raise someone’s pulse? Can someone repeat your core pitch in a way that makes others interested?

In the activity, you’ll:

- Deliver the current opening of your pitch
- Assess a pitch from an investor’s perspective
- Get feedback on 2 core building blocks of your pitch: repeatability and passion

Steps:

Choose a partner.	
Working Independently	Think of your current pitch for your business. Everyone should answer both questions on the “Pitch Pulse-Raising Test” sheet. #2 will serve as your hook that you’ll pitch to a partner.
Host signals to begin working with partner.	
Working with a partner	<ol style="list-style-type: none"> 1. Choose one person to act as Founder first and one as Investor. 2. Founders have 60 seconds to deliver their hooks. 3. Investors: use the “Investor Assessment” sheet to jot down notes. 4. Investors have 1 min. additional to complete assessment sheet. 5. Reverse roles. 6. Investors have 1 min. additional to complete assessment sheet. 7. After both sides have pitched, give assessment sheet you completed to your partner. Quickly review and discuss. This sheet will serve as baseline feedback for your current hook.
Keep your partner’s assessment of your hook to review again later, after completing the workshop. Does the assessment surprise you in any way?	

Pitch Pulse-Raising Test: Investor Assessment

1. Did the hook raise your heartbeat? What sort of reaction did you have?

<i>Inspired/Eager</i>	<i>Intellectually Interested</i>	<i>Unaffected</i>	<i>Bored</i>
5	4	3	2
			1

2. Did the pitch evoke emotion(s)? If so, which?

Yes No

3. How interesting was the pitch?

<i>Can't stop thinking about it</i>	<i>Somewhat memorable</i>	<i>Forgot it already</i>
5	4	3
		2
		1

4. How would you repeat the core message of pitch?

5. Do you feel motivated to share this pitch with an investor in your network?

Yes No

6. Why or why not?