



How to Build a Great Pitch that Hooks Investors

An HBS Accelerate Workshop

Workshop Summary

Ready to turn your pitch into an outstanding one that has investors eager to hear more about your startup? In this workshop, Shikhar Ghosh, Professor of Management at HBS and successful entrepreneur, introduces a tested framework that teaches founders how to build a strong, authentic, and compelling foundation to a pitch. Exercises allow you to practice delivering your hook, get feedback, and adapt your hook to increase your chances of getting funding.

Who Should Attend?

Founders raising outside funding who want to develop a pitch or refine an existing pitch into an outstanding one.

What You'll Learn

- What drives investors' interest? How do VCs make decisions?
- Tested framework to help you build a compelling hook for your pitch.
- How to adapt and refine your hook to different audiences.

Format

This 60-minute workshop integrates tested frameworks, techniques, tools, and insights delivered by an HBS faculty member via video. Between short videos, participants engage in practical, hands-on activities to help them evaluate and strengthen their startups.

Outcomes

By the end of the 60-minute workshop, you will be able to:

- Apply the foundation of a 6-P framework to create a pulse-raising, repeatable hook
- Assess a pitch from an investor's perspective
- Practice presenting your hook to determine its stickiness
- Refine and adapt your pitch to various audiences

[Bio for Professor Ghosh](#)

Additional [HBS Faculty page](#) and photo of Professor Ghosh

Our mission: HBS Accelerate is guiding entrepreneurs on their journey to make an impact on the world by delivering relevant education and practical advice from leading experts in the startup community.