

How to Build a Great Pitch that Hooks Investors

An HBS Accelerate Workshop

Workshop Timing

This provides an at-a-glance overview of timing for hosts to print this in advance and refer to during the workshop.

NOTE: Only abbreviated descriptions of activities appear below. To understand and complete activities, participants should read the direction sheet for each activity.

Description	Duration	Cumulative
Introductions: Host and Participants Host advances slides to slide 2, welcomes group and reviews workshop purpose & outcomes.	5 min	5 min
Video 1: Host plays video, What Makes a Great Pitch?	5 min	10 min
Activity 1: Pitch Pulse-Raising Test Host makes sure all participants have directions and assessment sheet. Participants pair up. Host starts timer embedded on Activity 1 slide. <ul style="list-style-type: none"> • 3 min All participants write own pitch. • 1 min 1st Founder pitches to partner. • 1 min Partner completes assessment sheet. • 1 min Reverse roles so 2nd Founder pitches. • 1 min Partner completes assessment sheet. • 1 min Swap assessment sheets and quick discussion among partners. 	8 min	18 min
Regroup: Host invites participants to reassemble, advances slide to Video 2.	< 1 min	19 min
Video 2: Host plays video, 6-P Framework and Problem 'P'	5 min	24 min
Activity 2: Discover Your Hook for Problem Host advances slide to Activity 2, ensures that all participants have directions and assessment sheet. Participants pair up. Host starts timer embedded on Activity 2 slide. <ul style="list-style-type: none"> • 3 min All participants write 1 minute pitch for their own company around Problem. • 1 min 1st Founder pitches to partner. • 1 min Partner completes Investor assessment sheet. • 1 min Reverse roles so 2nd Founder pitches. • 1 min Partner completes assessment sheet. • 1 min Swap assessment sheets and quick discussion among partners. 	8 min	32 min
Regroup: Host invites participants to re-assemble and advances slide to Video 3.	<1 min	33 min
Video 3: Host plays video, Pitching for the Product 'P'	5 min	38 min
Activity 3: Discover Your Hook for Product. Host advances slide to Activity 3, ensures that all participants have directions and assessment sheet. Participants pair up. Host starts timer embedded on Activity 3 slide. <ul style="list-style-type: none"> • 3 min All participants write 1 minute pitch for their own company around Product. • 1 min 1st Founder pitches to partner. • 1 min Partner completes Investor assessment sheet. • 1 min Reverse roles so 2nd Founder pitches. • 1 min Partner completes assessment sheet. • 1 min Swap assessment sheets and quick discussion among partners. 	8 min	41 min
Regroup: Host invites participants to re-assemble and advances slide to Video 4.	< 1 min	42 min

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Description	Duration	Cumulative
Video 4: Host plays video, Pitching for the People 'P'	5 min	47 min
<p>Activity 4: Discover Your Hook for People.</p> <p>Host advances slide to Activity 4, ensures that all participants have directions and assessment sheet. Participants pair up. Host starts timer embedded on Activity 4 slide.</p> <ul style="list-style-type: none"> • 3 min All participants write 1 minute pitch for their own company around People. • 1 min: 1st Founder pitches to partner. • 1 min Partner completes Investor assessment sheet. • 1 min Reverse roles so 2nd Founder pitches. • 1 min Partner completes assessment sheet. • 1 min Swap assessment sheets and quick discussion among partners. 	8 min	55 min
Regroup: Host invites participants to re-assemble and advances slide to Video 5.	<1 min	56 min
Video 5: Host plays video, How to Apply What You've Learned.	3 min	59 min
<p>Closing Practical Application Beyond the Workshop</p> <ul style="list-style-type: none"> • Host advances to final slide with thank you and questions. • Participants should start to develop a plan for practicing hook 20+ times. • Participants should commit to working with member of workshop to review progress/assessments. • Host thanks group and asks participants to share any additional questions or feedback to be forwarded to HBS Accelerate team. 	1 min	60 min
<p>After the Workshop</p> <ul style="list-style-type: none"> • Host sends link to Workshop Survey. • Host shares link to Accelerate site so participants can access materials 		