One Minute Pitch

Craft a clear, compelling pitch that gets attention fast—whether you're talking to an investor, partner, or potential customer. This worksheet will help you distill your startup's story into 60 seconds that matter.

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Get more pitching tips here:
https://fi.co/pitch-deck

1 My company, _____ , is developing
(name of company)

_____ to help
(a defined offering)

_____ _____
(a defined audience) (solve a problem)

with _____ .
(secret sauce)

2 We compete in the growing _____ market,
(defined market)

which last year was a _____ value market.
(defined value)

3 We are similar to _____ and _____ ,
(competitor 1) (competitor 2)

but we _____ .
(one key differentiator)

4 Currently we have _____ .
(current state of product, team, or company)

5 We are looking for _____ to help us
(the ask)

_____ .
(what you would do with the ask)