

## Startup Pitch Development Worksheet

1. Elevator Pitch: In one or two sentences, describe the problem the business is solving, the customer who has the problem, and the valuable solution you are providing. This is why the business exists. It should be compelling, and it's what you can say to someone in 10-15 seconds:

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Scoring: does the sentence include the identify of the customer and their problem, the product that the business sells, and the reason why the customer finds it valuable?

2. Validation: Have you validated the business with *customers*?  yes  no  
If yes, please describe the prototypes you have built, the processes you have used, and the important outcomes, e.g. redesigns, pivots, etc.:

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Scoring: Has the business ventured out into the market, asked questions, done research, evaluated and analyzed feedback, designed and/or fixed the prototype based on research and results, etc.?

3. Positioning: Have you considered how your business *fits* into the market?  yes  no  
If yes, please articulate the *precise* market positioning of your solution?

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Scoring: evaluate the details provided about the market, the competition, the strategy for excess value compared to the competition, the barriers from competition, the pricing of the product, the best niche segment within the market, etc.

4. Income: Your business need income. Have you determined through testing how you will monetize?  yes  no

If yes, please explain. What is the revenue model, and why do you believe this is the best revenue model for the target market?

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Scoring: the answer should include details about the pricing analysis, when and where the customer will buy, how a sale is made,

5. Market: Do you know the total market and the short-term market and their sizes?

yes  no

If yes, please describe the market opportunity, how and where you sourced your market data, and how you computed the near-term market size:

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Scoring:

6. Bootstrapping: Have you started your business and generated income?     yes     no  
If yes, then please describe your traction and articulate exactly why you are raising funds now?

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Scoring:

7. Financing: Are you completely prepared to raise money for your business?  
 yes     no

Over 99% of the entrepreneurs who go out to raise money get rejected. What experience do you or your team have with raising money for a startup? How much money have you raised? How much have you and your team personally invested? Have you built a strong team?

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Scoring:

8. Customer Profile & Acquisition: Have you defined your customer in detail?     yes     no  
If yes, please describe you customer. How do you *know* your customer? What is your customer acquisition strategy, cost, conversion rate, channels, channel costs?

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Scoring:

11. Timing: Is the timing right (market, society, tech, etc.) for your business? [ ] yes [ ] no  
If yes, please describe how timing will work to the advantage of your business:

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Scoring:

12. Management: Can you spend 50-60 hours per week on this business? [ ] yes [ ] no  
If yes, describe how you plan to manage yourself, your time, and the business (who/what/how):

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Scoring:

13. Other details:

- A. The business is organized (registered) as [ ] LLC [ ] C-corp [ ] S-corp [ ] nothing
- B. Is there a board of advisors? [ ] yes [ ] no If yes, how often does the board meet officially? \_\_\_\_\_
- C. Is there a board of directors? [ ] yes [ ] no If yes, how often does the board meet officially? \_\_\_\_\_



- D. The intellectual property (IP) of the business is protected by: (check all that apply)
- patent  trademark  copyright  trade secret  non-disclosure agreements
- no protection

References:

1. The 1M/1M Self-Assessment
2. <http://blog.wendtpartners.com/7-signs-your-startup-is-not-ready-for-angel-investors-what-to-do-about-it>