



## THE PITCH: FRAMING THE IDEA

- Throw together a pitch that follows the 10/20/30 rule: 10 slides, presented in < 20 minutes, in a 30 point font.
- Try it out on some mentors, colleagues, relatives, angels, and investors. Do this about six to ten times.
- Get the team together in a room and discuss what you have learned.
- Fix the pitch.
- Start writing the plan.

## THE PLAN: DOING YOUR HOMEWORK

- Add detail to your pitch by doing some homework.
- The goal here is to add another 1 to 2 slides of research and supporting detail for each one of your Pitch slides.
- The research should tell a coherent and persuasive story.
- A story that tells how you will leverage the promising trends and overcome the negative ones is, in essence, your strategy.

## THE NUMBERS: BRINGING IT ALL TOGETHER

- Conclude by reviewing each slide of your final pitch.
- Pull out the numerical details of each slide such as prices, forecasts, marketing costs, personnel and operating expenses.
- Take each of the assumptions and create a financial projection for the business over the next 1 to 3 years.