

# Pitch Template

Developing a brief, high-concept pitch for your product or business enables you effectively share the key ideas of your product, service, or business anytime, anyplace. It also provides you with the basis for the more detailed story you will tell about your idea, which you can adapt for specific audiences.

Writers often use the following format to create high-concept movie or TV show pitches:

My story is a **(genre)** called **(title)** about **(hero)** who wants **(goal)** despite **(obstacle)**.

Adapting that, use this template to write a high-level concept for your business pitch:

My business solution is a **(product/service type)** called **(name of product/service)** that cracks an urgent problem facing **(customer): (problem)**.

## For example:

- My business solution is an app called “Solitude” that cracks an urgent problem facing high-income individuals: complete lack of privacy.
- My business is a service called “Bodyguard” that cracks an urgent problem facing women at universities: safety on campus at night.

## Draft your brief, high-concept pitch here.

## Test your pitch:

Is it compelling? Is the problem urgent enough?

Is it repeatable? Can you easily remember it? Will others be able to remember it?

Is it flexible? Can you tell a persuasive story based on this concept?

## Expand Your Pitch

Using the pitch you developed above, we are going to expand to create a brief "elevator speech". Answer the following questions (be succinct):

What is unexpected about your approach?

What concrete evidence do you have to support your value proposition?

What information makes you credible on this topic and allows the audience to reach their own conclusions and change their behavior?

What emotions can you deploy by using storytelling, especially with a specific anecdote about an individual customer?

## Now draft your pitch

Imagine someone just said "tell me what you do". Answer in one or two SHORT paragraphs. Less is more! Then, read your pitch aloud five times, and edit to make adjustments.