



Pitch Template
Guy Kawasaki





Title

Your name, title

Company name

Email address

Cell phone





Problem/Opportunity

Describe the pain you're alleviating or the pleasure you're creating

Goal: change the pulse rate of your audience



Value Proposition

Describe the value of the pain you're
alleviating or the pleasure you're creating



Underlying Magic

Describe the technology, secret sauce, or magic behind your product



Business Model

Explain who has your money temporarily in their pockets and how you're going to get it into yours.



Go-to-market Plan

Explain how you are going to reach your customer without breaking the bank.

(don't say: "go viral!")



Competitive Analysis

Provide a complete view of the competitive landscape.



Team

Describe the key members of your management team, board of directors, and board of advisors as well as your major investors.



Financial Projections/Key Metrics

Provide a three-year forecast containing not only dollars but key metrics such as the number of customers and conversion rate.



The Ask

Explain the current status of your product, what the next version looks like, and how you'll use the money you're trying to raise.



Get in Touch

How can your audience contact you?
