

INVESTOR PITCH WORKBOOK

A Structured Guide to Crafting a Scientifically Persuasive Business Pitch

STEP 0: BUILD THE HOOK

Objective: Start with a bold, emotionally powerful opener. Present a clear market tension and the future your company makes possible.

- What is the big idea or shift your business represents?
Write your answer: _____
 - What emotional conflict or unmet aspiration does your solution resolve?
Write your answer: _____
 - What is the size or urgency of the opportunity?
Write your answer: _____
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STEP 1: ESTABLISH THE INSIGHT

Objective: Back your idea with evidence. Prove that this isn't a fad, but a shift driven by science, psychology, or macro trends.

- What scientific, psychological, health, or economic research supports your idea?
Write your answer: _____
 - What human behavior or cognitive bias does your solution align with?
Write your answer: _____
 - What contradiction or behavioral gap are you solving?
Write your answer: _____
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STEP 2: VALIDATE WITH EXTERNAL PROOF

Objective: Show that this model has succeeded elsewhere. Demonstrate market readiness and proven demand.

- What global or category-specific examples validate this model?
Write your answer: _____
 - What performance metrics did they achieve (revenue, adoption, growth rate)?
Write your answer: _____
 - What does their success indicate about timing or relevance for your market?
Write your answer: _____
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STEP 3: APPLY IT TO YOUR BUSINESS

Objective: Show why your company is best positioned to bring this model to life, and why now.

- What traction have you achieved so far (orders, revenue, users, engagement)?
Write your answer: _____
 - What makes your product or brand distinct?
Write your answer: _____
 - What makes your team credible or uniquely suited to win?
Write your answer: _____
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STEP 4: PRESENT THE PLAN

Objective: Translate belief into confidence. Lay out a clear roadmap with financial and operational discipline.

- What is your three-phase execution strategy?
Write your answer: _____
- How will the capital be allocated across functions?
Write your answer: _____

- What key metrics will you monitor to drive and measure success?

Write your answer: _____

STEP 5: CLOSE WITH VISION

Objective: End with purpose. Inspire belief in your mission and the world you're building.

- Why does this mission matter to you personally?

Write your answer: _____

- What future are you inviting people to help create?

Write your answer: _____

- What is your closing one-liner that captures the essence of your pitch?

Write your answer: _____

FINAL REVIEW CHECKLIST

- Have you articulated a bold, future-focused hook?
- Have you anchored your idea in credible research or behavioral insight?
- Have you shown that similar models have succeeded elsewhere?
- Have you demonstrated your traction and edge clearly?
- Have you provided a precise execution plan with measurable outcomes?
- Have you ended with a vision that is personal, purposeful, and compelling?