

# One-Sentence Pitch Worksheet

## Pitch Format

My name is \_\_\_\_\_  
I am the \_\_\_\_\_ [Your Role/title]  
of \_\_\_\_\_ [Startup Name]

We are developing \_\_\_\_\_ [Your offering]  
to help \_\_\_\_\_ [Who you target]  
to solve \_\_\_\_\_ [The problem you solve]  
We do this with \_\_\_\_\_ [Your secret sauce]

### Examples:

“My company, Flat-Club, is developing an online marketplace to help students and alumni of top universities find short-term accommodation by leveraging existing social networks to create trust.”

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My company, Neo, is developing an online lending platform to help first time car buyers get an affordable car loan by assessing credit risk based on the borrower’s real-time financial and social data as credit history.”

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“My company, Mocku.ps, is developing a Web application to help product design teams quickly share mockups, precisely communicate and collaboratively refine design ideas with dead simple drag and drop tools.”

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– “Our company, KIDzOUT, is developing a mobile application to help parents find nearby diaper changing stations, kid-friendly restaurants, play areas, or medical services using our proprietary, national database of over 260,000 known locations.”

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– “My company, ScratchApp, is developing a mobile application to help designers transform their paper sketches into working, interactive mock-ups using phone’s built-in camera.”

## Build Your Pitch

My name is \_\_\_\_\_ . I am the \_\_\_\_\_ of \_\_\_\_\_

What you offer:

developing an online marketplace | building a mobile ad platform | offering a line of chemical free skin care products

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Who you target:

college students | first-time car buyers | product design teams | parents of young children

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The problem you solve:

find short-term accommodations | get affordable car loans | quickly share mockups | find changing stations

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Your secret sauce:

social network algorithm | real-time financial and social data repository | dead simple drag and drop tools