

Message Map - Pitch Worksheet

WHY



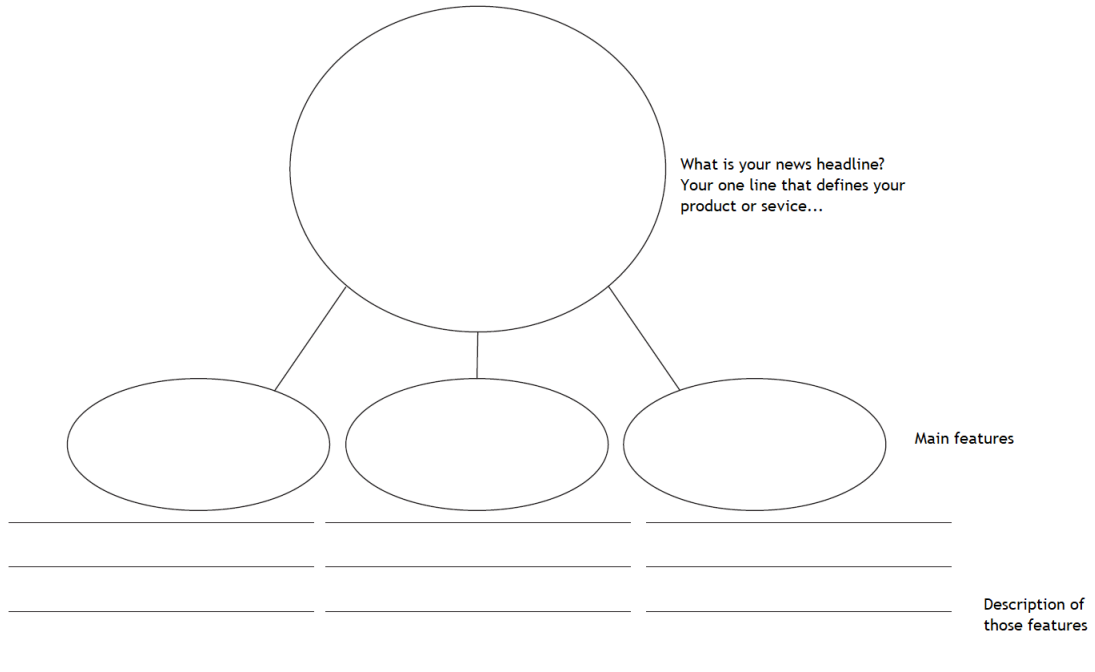
Why are you starting a business?

Have you felt the pain you are trying to solve?

What is your passion?

Why do you care?

WHAT



What is your news headline?
Your one line that defines your product or service...

Main features

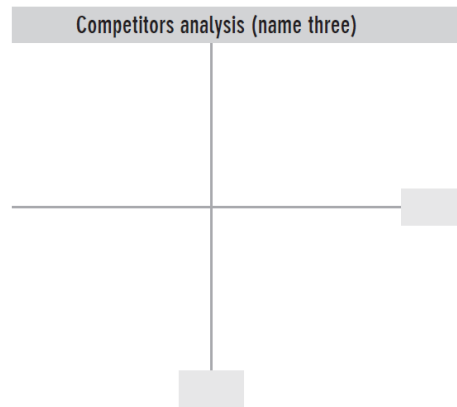
Description of those features

HOW

Target Customer

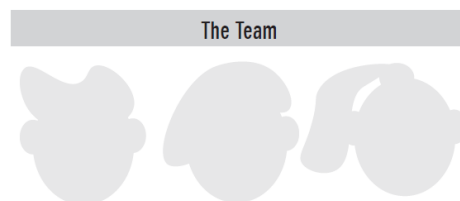


Competitors analysis (name three)



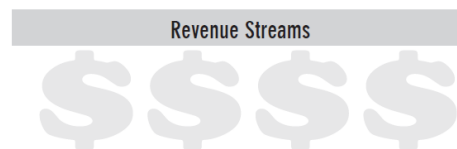
Pick two variables and compare with your competitors, such as price and uniqueness...

The Team



Keep it high level. Don't have a team name? That's OK, name advisors and support if relevant.

Revenue Streams



What are they?
Average price?
Etc.

TRACTION

Call to action! How can your audience help you get from now to the future?

Where have we been

Where are we now

Where will we be