PITCH *with* VIGNESH

FOUNDER KIT · NO. 03

Score the pitch, not the founder.

THE PITCH REHEARSAL SCORECARD

Ten things investors listen for in a first pitch. Score each from 1 to 5 during a full run through, then fix the lowest score before your next rehearsal.

> Give this to someone who will be honest. Pitch start to finish without stopping. They circle one score per row as you talk.

WHAT THEY LISTEN FOR	1	2	3	4	5
Opening In 30 seconds I know what you do and who it is for.	(1)	(2)	(3)	(4)	(5)
Problem I can picture the customer and feel the pain.	(1)	(2)	(3)	(4)	(5)
Proof Real numbers show up early, not on slide ten.	(1)	(2)	(3)	(4)	(5)
Market The size is built from real buyers and I believe it.	(1)	(2)	(3)	(4)	(5)
Edge I know why you win and why it is hard to copy.	(1)	(2)	(3)	(4)	(5)
Business model I know who pays, how much and how often.	(1)	(2)	(3)	(4)	(5)
Team I know why these founders are right for this problem.	(1)	(2)	(3)	(4)	(5)
The ask Amount, use of money and milestones in one breath.	(1)	(2)	(3)	(4)	(5)
Delivery Steady pace, real pauses, no reading off the slides.	(1)	(2)	(3)	(4)	(5)
Questions The answer comes first, the detail second, no defending.	(1)	(2)	(3)	(4)	(5)

TOTAL OUT OF 50 _____ **TIME TAKEN** _____ **DATE** _____

ONE THING TO KEEP

ONE THING TO FIX FIRST

WOULD YOU TAKE A SECOND MEETING? ☐ **YES** ☐ **NOT YET**