

FOUNDERS WEEKEND • SESSION 6

Pitch

BY THE END OF THIS SESSION

**I can pitch the story of my
business.**

THE BIG IDEA

Five beats. **Your page is the demo.**

01

My business

02

My offer

03

My page, live

04

**What
happened**

05

**My plan
to \$10K**

LAPTOPS CLOSED

WORKED EXAMPLE



Kettle & Fire **in five beats.**

01

**Bone broth
for busy
eaters**

02

**16oz for
\$29.99**

03

**A page and a
PayPal button**

04

**\$50 of ads,
\$500 back**

05

**Now eight
figures a year**

LAPTOPS CLOSED

YOUR TURN • TOGETHER

Moziah, nine. Grandma's sewing machine.



01

His business

02

His offer

03

His product

04

What
happened

05

His plan

Five volunteers. One beat each.

LAPTOPS CLOSED

WHAT REALLY HAPPENED • SHARK TANK, 2014

Watch **the real pitch.**



[Mo's Bows • Shark Tank clip]

What did he do that we didn't?

PRACTICE

Climb the **Pitch Ladder.**

10 MIN

A partner

20 MIN

A small group

3:00

Kids' showcase

4:00

**Parents'
showcase**

DO THIS NOW • 10 MINUTES

Get ready.

6 MIN

Write five beats

Real numbers.

4 MIN

Record a backup

A 60-second screen video.

Done when: five beats, page open, backup recorded, QR card on your table.

THIS AFTERNOON

Two showcases. **Two awards.**

3:00

Kids' showcase

Half present, half walk.
Vote once.

4:00

Parents' showcase

Parents scan your QR and
score you.

5:30

Awards

Players' player and
parents' favourite.

Ask every visitor: "What would you change?"

REFLECT, THEN SHOUT-OUT

What's the one change **your group** gave you?

01

Short

One sentence.

02

Specific

Name what they did.

03

Skill-based

Name the skill it showed.