

FOUNDERS WEEKEND — WORKSHOP 5

The Pitch.

YOUR STORY

The Five Beats of Your **Story.**

01

**The
problem I
saw**

02

**What I
built**

03

**What
happened
with
strangers**

04

**Why I'm
continuing,
pivoting or
stopping**

05

**The plan to
\$10K**

THE ROADMAP

Build the Roadmap.

The app walks you through it, one section at a time:



The \$10K math

Your price, and how many sales that takes.



Three months

A focus and a sales target for each one.



First week

Concrete actions for the next seven days.

Make it executable rather than aspirational. This is the plan you'll actually run.

YOUR PRESENTATION

Two Minutes.



Book your slot

Slots are in the app, filming submitted at 5:00.



Film it in one take

Talk to the camera the way you'd talk to a friend.

What Gets Graded.



The problem

A meaningful opportunity you identified.



Your solution

What you actually built to address it.



Your data

Sales, emails, nos and attempts.



Your plan

What worked, what didn't, and where you go next.

Revenue is not a requirement. Shutting the business down doesn't mean you can't win.

Film Your Final Pitch.

DO THIS NOW

- 01 Say the numbers out loud.**
How many people you asked, and how many said no.

- 02 Start with what didn't work.**
It's usually the most interesting part of the story.

- 03 Write the ninety-day plan.**
Concrete enough that you could start it on Tuesday.

- 04 Film in your slot.**
Submissions close at 5:00, with no extensions.

THE FIVE BEATS

- 01** The problem
 - 02** What happened
 - 03** Continue, pivot or stop
 - 04** What I built
 - 05** The \$10K math
- The math:** your price, the sales needed, then per month / per week.
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IF YOU'RE STUCK

- You made no sales** → Twenty-two conversations without one is a finding worth pitching.
- Your plan is going viral** → Say what you'll actually do on Tuesday.
- You're reading off the screen** → Close the laptop and tell it like a friend.

Done when

You've filmed in your slot and submitted before 5:00PM