BUILDER TOOLKIT

Pitch Outline

Problem, solution, demo, proof and ask on one page, plus your elevator pitch and the hard questions.

Use it: Before a demo day, a class presentation, a customer meeting or a meetup intro.

The story

Elevator pitch (one or two sentences)

e.g. We help club organisers stop missing sign-ups with a one-link form and an organiser dashboard

Problem: who has it and why it hurts

Solution: what you built

Demo path: the clicks from start to the 'wow' moment

Proof: users, a number or a quote

The ask: what you want next

e.g. Feedback, a pilot, a sale, a partner

Ready to present

☐ Sample data ready (no real customer details)

☐ Backup recording or screenshots

☐ Five to seven slides, one idea each

☐ Timed run-through under the limit

The three hardest questions, and my answers

Fill it in with AI

Help me fill in a pitch outline for [project]: interview me one question at a time for the problem, solution, demo path, proof and ask. Then write a 2-minute script, five slide titles and a one-sentence elevator pitch, and play a tough judge asking me the five hardest questions.

https://digitalbuilders757.com/university/study/toolkit/pitch-outline