Source - [Post | LinkedIn](https://www.linkedin.com/posts/nathan-lee838_pitching-workshop-founders-activity-7213662658779041792-GxmU/)

Having been a student founder myself, I understand how daunting and overwhelming the journey can be. Juggling academic commitments with entrepreneurial aspirations isn't easy. 🙅‍♂️   
  
But pitching is a crucial part of any founder's journey, whether that's pitching at a startup competition, for grants, to potential customers or even raising capital from investors. 💰   
  
So here is a simple pitch structure to help you get started:  
  
1. Cover - The objective is to briefly state your startup’s function or core offering.  
  
2. Problem - Articulate the issue the startup aims to resolve and how you have validated the problem.   
  
3. Solution - Showcase your product or service as the antidote to the previously outlined problem.  
  
4. Business model - Explain how you are going to (or currently) make money. Include information about revenue streams, pricing strategy etc.  
  
5. Market size - Quantify the market opportunity for your product or service.  
  
6. Competitors - Identify key competitors and highlight your startup’s unique selling points.   
  
7. Traction and metrics - Show traction metrics and proof of market validation, this could include data on user growth, revenue, or partnerships.  
  
8. Go-to-market - Outline your startup’s market entry and expansion plans.  
  
9. Team - Emphasise why you are the best team to solve the program by stating relevant experience, expertise, and qualifications.  
  
10. Ask - Finish strong with an ask, whether that's mentorship, funding, connections or advice.