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.