

Explain about WHY YOU?

What's your personal motivation?

This is a fillable pdf – You can add your notes in the gray blocks below, and save it.



DAVID SAYS...

"Finally, after all the stuff about the pain, product, USP's, team, traction etc... they want to know about YOU. As the person pitching this business, why are you excited about it? Your enthusiasm, commitment and purpose can turn a doubter into a believer. Find the moment in the pitch where you put your personal stamp on the story."

Step One:

Go through the questions below and brainstorm on Post-its, Paper or a Flipchart.

Step Two

Review your brainstorm and narrow down to your most relevant ideas in the form below.

Step Three

Try writing 2–3 versions of your Why You? piece at the bottom of the page.

Why did you start this business, or get involved in the first place? Are you connected to the problem you solve? Or is there something you love about the product, or the market? What are you passionate about?

What makes you happy about the product or the business? Has there been a breakthrough in product development, or a piece of feedback from a customer? Did you get a deal that you worked hard on, or won a competition?

Write anything else you can think of to answer the question – why are you committed to solving this problem, why are you focused on making this company a success?

Try writing up to 3 different versions of your Why You explanation and get feedback from advisors and mentors. You could write one version for a short 3-minute pitch, and a longer version for a 7–10 minute presentation.

1.

2.

3.