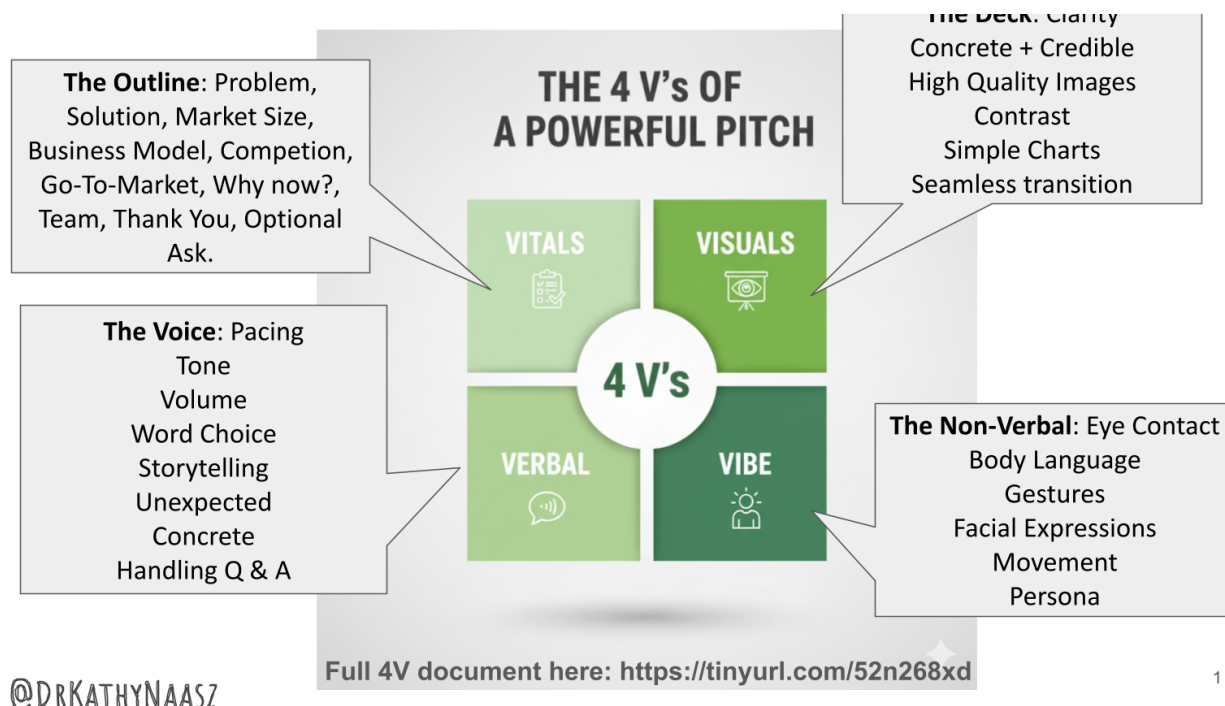




Pitch Clinic Workshop: The Four V's by Dr. Kathy Naasz

with a little help from experts

(Sources: Dr. Kathy Naasz The Four V's; Scroobious, Talking to Humans, Presentation Zen, Made to Stick, references at the end)

1. Vitals (Outline)

Vitals: This is the necessary, core logical structure of the pitch—the essential information required to answer all of an investor's or judge's key questions. If this foundation is weak, no amount of polish can save the pitch.

Element	Focus	Descriptors	Self-assessment Comments
Problem	The pain points.	Clear, compelling, and relatable story of the pain or unmet need.	My target customer will be [remember, this is who pays, not necessarily the user]: The problem my customer wants to solve is:

Solution	Your unique fix.	Simple, clear, and focused on the value proposition delivered, not just the features. Show one complete use case from a customer perspective. Demo.	My solution solves the customer problem by: [Target customer:_____ will choose [your product:_____] because it provides benefit 1:_____ benefit 2: _____ Better than [current solutions or ways the customer tries to solve it]:_____.
Market Size	Who cares and how big?	TAM, SAM, SOM	Scroobious spreadsheet for TAM,SAM, SOM Check out Crunchbase, Statista or IBISworld, census.gov or BLS.gov ; SOM is the next 12 -18 months.
Business Model	How will you make money?	Describe the model [(B2B, B2C, software SAAS or license, hardware (transaction sale or leased), service contracts (prof services, maintenance)], think about the units. Provide current proof of traction/desirability : revenue, customer feedback on prototype, other credibility points.	Imagine your first \$10,000 in revenue, what are the buckets that comprise the \$10,000?
Competition	How will you differentiate your solutions from the competition?	Compare your startup to existing companies, also be ready to address substitutes that also fulfill the need. Competitive advantage should be clear and believable.	Competitor Matrix I will beat my competitors primarily because of:

Go-To-Market	Customer Acquisition Strategy	Describe target customer profile How will you make your target market aware and take action to purchase; what (distribution) channels will you use to get the product to the customer, once acquired, how will you retain (are Customer Lifetime Value numbers available?)	A common error is that this does not line up effectively with the business model, e.g. a B2B model would not leverage social media as its <i>top</i> acquisition strategy. My primary customer acquisition tactic will be [list the top two]: _____ _____
Why Now?	Macrofactors, timing is very important	You may want to hold some of the traction points until here.	
Team	Why you?	Founder/Market Fit; establish credibility. Include advisory board members.	Highlight domain expertise, relevant experience, and clear roles.
Thank You		Contact Information Include tagline again	
Optional: The Ask	The clear request.	Specific amount of money needed and instrument (e.g. SAFE), what it will be used for, and key milestones it will achieve.	

2. Visuals (The Deck)

Visuals are the "Look." This covers the aesthetic design of your presentation deck.

Element	Focus	Descriptors	Self-assessment Comments
Clarity	One idea per slide.	Minimal text; use bold headers as headlines that	

		convey the main point. Presentation Zen: High Signal-to-Noise Ratio. Made to Stick: Analogy	
Concrete Credible	Pictures. Facts.	Represented in a way that is easy to understand and visually grasp.	
Design	Professionalism.	High-quality images; consistent color scheme (using branding colors); simple, readable and consistent fonts. Presentation Zen: Picture Superiority Effect, Empty Space, Contrast, Repetition, Alignment.	
Data	Impactful display. "Facts are our friends".	Use simple charts (bar, line, pie) to tell a story; avoid complex tables and screenshots.	
Flow	Seamless transition.	Logical progression between slides that guides the audience without interruption. Unless you are able to do a technology and sound check, avoid embedded videos and audio. If you do add in, keep them short relative to the time you get to speak. Adjust length of content based on the allotted time/judging rubric but do not leave out any of the vitals, simply shorten the time you spend on them. Always end on time by	

		practicing.	
--	--	-------------	--

3. Verbal (The Voice)

Verbal is the "Voice." This covers the spoken content and how it is delivered, including word choice, pacing, and volume.

Element	Focus	Descriptors	Self-assessment Comments
Pacing	Delivery speed.	Speak clearly and deliberately; use strategic pauses for emphasis.	
Tone	Attitude and emotion.	Convey passion, enthusiasm, confidence, and credibility (especially when discussing data).	
Volume	Level and variation.	Change the volume to emphasize points and keep the audience engaged. Always use a mic (preferably clip on) if available. Conduct a sound check prior.	
Storytelling	Engaging the audience.	Use anecdotes, customer stories, or relatable scenarios to frame the problem.	
Unexpected	Build mystery, curiosity gaps.	This can be done in a verbal transition (and/or in the visuals).	
Diction	Word choice.	Use strong, direct language; avoid jargon and filler words ("um," "like," "you know"). Hint on how to overcome	

		the 'um'	
Concrete	Word choice.	Evoke emotion, specific words help the audience to sense and visualize.	
Handling Q&A	Listen for the intent of the question.	Apply points above. Know your audience (research the judges in advance). Apply points above. Reinforce what was already shown (in a non-condescending manner). Add a new verbal point, specific wording to help the audience visualize. Avoid saying each time "great question". Do not oversell or overexplain. Optional: leverage backup slides.	

4. Non-Verbal (The Vibe)

Non-Verbal is the "Vibe." This covers body language and physical presence, which often conveys more information than the words themselves. Beginnings and endings are very important, do both with intention. Practice makes perfect.

Element	Focus	Descriptors	Self-assessment Comments
Eye Contact	Connection.	Engage with all audience members (or camera) evenly, may focus on judges; avoid reading slides. No note cards!	

Body Language	Confidence.	Open posture (no crossed arms); stand tall and command the space.	
Gestures	Emphasis.	Use natural, purposeful hand gestures to highlight key points, but avoid fidgeting. Gestures should support directional word choice.	
Facial expressions	Engaging, confident, likeable.	Smile where appropriate. Let your authenticity shine and your likeability connect with the audience.	
Movement	Energy.	Move intentionally (if space allows) to transition between sections or add energy, but avoid aimless wandering.	
Persona	Attire and props.	Convey the image that will impress the audience, align with your brand, and is acceptable for the venue. Let your personality come through. Be professional, authentic, likeable, and credible. Stand out appropriately. If props are allowed, bring them.	

Book: *Made to Stick*

- Heath, C., & Heath, D. (2007). *Made to stick: Why some ideas survive and others die*. Random House.

Book: *Presentation Zen*

- Reynolds, G. (2008). *Presentation zen: Simple ideas on presentation design and delivery* (2nd ed.). New Riders.

Book: *Talking to Humans*

- Constable, Giff. (2014). *Talking to humans: Success starts with knowing your customers* (2nd ed.). The Mom Test LLC.

Organizational Source: Scroobious Framework

- Scroobious. (n.d.). Retrieved October 27, 2025, from <https://www.scroobious.com/founders>.