



5-minute Pitch Template – cover each of these points over the course of your pitch!

Opening WOW Statement (30 seconds)

1. Hi, we are (name)....

... what is this venture? What does it do?

Mission / Vision (1 minute)

2. The problem we encountered was...

2.1. Our solution is..... and for whom....

What is the need you are addressing with your organization? Who benefits from your product/service? How?

Value Proposition (1 minute)

3. What makes us different is

What are the definitive elements of this venture? E.g. are you the first of your kind in Michigan? Another location?

If not, include comparisons to key, established organizations/ensembles, etc. and how you stand out.

Momentum (30 seconds)

4. Visualize your growth to date, based on your value proposition

What is the “secret sauce” driving your growth? What are some key benchmarks or metrics (recent “big wins”) that set you up to maximize this prize?

Why You? Why Now? (2 minutes)

5. How will the \$10,000 drive transformative change for your organization?

Be specific: What could be jump-started by these funds? What are 2-3 key aspirational goals (perhaps we’ve even explored in meetings) that would require a capital investment of this level to achieve? What is your next, bigger benchmark goal (album release, tour, large-scale project, or expansion of your business model?) you hope this will launch?