



# Founder Sales - Pitching

## *Creating a Pitch and Discovery Questions Worksheet*

**Directions:** Use the exercises below to draft your pitch and discovery questions.

- Review Pitching workshop recording & deck

Before you start, determine:

- If your product is a disruptor or evangelist product.
- Your [Ideal Customer Personas](#).

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## Pitch Brainstorm

For each section, brainstorm compelling talking points for your pitch. At this stage, providing as many details or insights as possible can help you narrow down your pitch later.

<b>What We Built</b> Describe the product.	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>
<b>Why We Built It</b> Share insights & experience that led you to tackle this problem/ build this product.	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>
<b>Why Are You the Right Person to Solve “X”</b> Detail your personal background that led you to this idea and your expertise in the field.	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>
<b>The Universal Benefits</b> Highlight your competitive advantages and customer benefits.	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>
<b>How the Product Works</b> Explain how the product can be implemented in their company.	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>

## Discovery Question Brainstorm

Determine practical blockers, product competencies, and good/bad answers to help create your discovery questions in the table below. Use best practices discussed during the session and in the workbook for guidance.

Alignment Insight Needed	Product Competency	Discovery Questions	Strong / Weak Answers
<b>Practical Blockers</b>	<i>The product only integrates with Quickbooks or Pilot.</i>	<i>What accounting software do you use?</i>	<b>Strong:</b> We use Quickbooks. <b>Weak:</b> We use Netsuite.
<b>Product Competency #1</b>	<i>A lower interchange fee on customer payments (2%).</i>	<i>How much is your current payment processor charging in interchange fees?</i>	<b>Strong:</b> We pay over 2%, or we are a cash business that wants to offer credit card fees. <b>Weak:</b> We are cash-only and don't want to accept credit cards.
<b>Product Competency #2</b>	<i>The only mobile-first payment solution.</i>	<i>What percentage of your food truck customers want to pay with a card?</i>	<b>Strong:</b> We are frequently asked by customers if we accept credit cards. <b>Weak:</b> Customers all prefer cash.
<b>Product Competency #3</b>	<i>Integrated social commerce allowing purchases through Instagram and Facebook.</i>	<i>How do you use social media to acquire new customers?</i>	<b>Strong:</b> We have many Instagram followers but are not converting them into customers. <b>Weak:</b> We don't use social media.
<b>Universal Question</b>	<i>Is there anything specific you want to know?</i>		

## Finalized Pitch and Discovery Questions

Put all the insights in the exercise above together to create a 30-second pitch, a 2-minute pitch, and discovery questions.

### 30-second Pitch

### 2-minute Pitch

### Discovery Questions