🔧 How do you make a copy of a Google document to your Google Drive?

Pitching 101: Pitch script template

Use this template to brainstorm your pitch script.

	Time allotted	**Script**	**Notes**
Title slide			
Customer persona (optional)			
Problem			
Solution			
Unique Value Proposition			
Target Market Size			
Business Model			

angela m. solomon CONSULTANCY

© Angela M Solomon 2022. All rights reserved

Go to market strategy			
Competitor analysis			
Traction			
Team			
Financial key metrics (if later stage)			
Funding ask			
End slide			

angela m. solomon
CONSULTANCY

© Angela M Solomon 2022. All rights reserved

EXAMPLE:
Jaleesa (Lebanon) MIT Enterprise Forum Social Impact Regional finals pitch

	Time allotted	**Script**	**Notes**
Introduction / Slide 1	**20 s**	*Hello, I'm Angela from Jaleesa.* *I'd like to tell you how this woman, at 53, became an internet entrepreneur. Mom of three, unemployed for six years, Charlotte only used two apps - Facebook and Whatsapp.* *Her life changed when she became a Jaleesa nanny.*	
Slide 2 Solution	*15s*	Jaleesa is a web platform that connects families with a trusted child carer. Now Charlotte's phone is a way to earn money, to get around, to check her finances. She's worked every month since 2017. She is a success in the internet economy.	
Slide 3 Problem	20s	There are 100,000 women like Charlotte in Beirut. Women who need jobs that match their skills and schedules. 20% of Jaleesa carers reached us via referral from NGOs, including IRC, YWCA and Nawaya. And there are 100,000 women like me: working mums who need trusted child care.	

© Angela M Solomon 2022. All rights reserved

Trust slide	17s	Jaleesa makes it simple and efficient to find a nanny or babysitter. Every parent review is published unedited online. Because TRUST is our foundation. All carers must pass a 4-step security & training process developed in line with EU standards.	
Competition	16s	Similar models in the US are hugely successful. But in MENA, the industry is unregulated, chaotic and inconvenient for customers. We offer those missing trust benchmarks to parents, the ease of a smart tech product, ***and*** the feel-good of a social impact.	
Traction	15s	So far we've delivered 20,000 hours of trusted care, with 80% of families rebooking. And we've injected $50,000 into vulnerable communities in Lebanon, creating 33 cents of social value for every dollar sold.	
Financials	16s	We want to break even this year. We do this by charging parents a service fee on each booking. In MENA we're aiming to grow in 12 key cities, to build a 1.3 billion dollar yearly turnover. Now is the time to move in this market.	
Team	10s	This opportunity drives our award-winning team, experienced in child care, tech, operations, parenting, and government policy.	
The Ask	35s	This is my Jaleesa nanny, Ghada. Since becoming a mom I have learned how needed this service is. In fact it's Jaleesa's service that gave me the time to work on this pitch.	

© Angela M Solomon 2022. All rights reserved

		I'm so proud of our Jaleesa micro-entrepreneurs like Ghada, and Charlotte. And I'm so proud of our team, for getting us to these finals. If we win money, we will use the funds to train our nannies on Early Childhood Development. ECD has a social impact multiplier of at least 7x. That will help us reach our target of creating $1m in social value by 2022.	
Final slide	5s	I hope you'll help us get there. Thank you.	

angela m. solomon CONSULTANCY

© Angela M Solomon 2022. All rights reserved