

The MVP Competition

3-Minute Video Pitch Outline

Your pitch is an important initial step to share your business idea with potential customers, investors, and partners. Content and delivery are equally important. This template is meant to be a guide and support to you as you develop your three-minute video pitch. Keep it simple and significant and Practice, Practice, Practice!

Hook – Create a compelling introduction to capture your audience’s attention.

WHY this business exists...

Problem

Target Market

HOW we will solve this problem and create unique value for our customers...

Our product/service includes the following distinct features:

1. _____
2. _____
3. _____

Our Channel of distribution is...

We build **Customer Relationships** by...

Key Partners include...

Revenue Streams (how we make money) include...

Cost Structure (expenses we will have) include...

WHAT are your next steps?

Additional Notes:

Close your pitch by connecting back to your “why”.