

CAPTURING INTEREST

.....
CREATING A COMPELLING
START-UP STORY

1. *Have a*
DEFINED
OBJECTIVE



2. ALWAYS come back to
YOUR AUDIENCE



3. ANSWER - WHY SHOULD THEY CARE?

Relentlessly explore. What's their trigger for caring? What moves them?

4. SPEAK IN
HEADLINES



5. TELL A
STORY

Character,
conflict,
resolution

6. DON'T
LEAD WITH
NUMBERS

7. USE CONCRETE WORDS

(don't use the word "solution")

8. *Get out of the*
WEEDS



9. *Lead with*→
THE PROBLEM



10. CARVE OUT
THE TIME

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