



MESSAGEHQ NARRATIVE CAPITAL

One-Minute Pitch Builder

*Companion to The Field Guide to Pitching
The 60-Second Structure*

Most founders can't stay inside 60 seconds. That's the point. This isn't about performance — it's about compression. If you can't say it cleanly in a minute, you don't fully understand it yet.

THE 60-SECOND STRUCTURE

1

What You're
Building

2

Who It's For +
The Problem

3

The Market
Context

4

Your
Differentiation

5

Competitive
Frame

6

Current
Traction

7

The Ask

1 What You're Building

My company, _____, is developing _____
(defined offering)

2 Who It's For + The Problem

For _____ (defined audience. *EG. EHS departments dealing with heat related safety.*)

Who need to _____ (clear problem *EG. Reduce heat related accidents and insurance claims.*)

3 The Market Context

We operate in the _____ market (*Indicate the particular segment of the market*)

Which was/is valued at _____

And is growing because _____

4 Your Differentiation

We differentiate ourselves by _____ (your secret sauce — expressed simply)

5 Competitive Frame

We are similar to _____ and _____

But differ in _____

6 Current Traction

Currently, we have _____ (product stage, users, revenue, team — something concrete)

7 The Ask

We are looking for _____

To help us _____

The Ask — Context Matters

If Speaking to Investors

We are looking for an investment of _____ in return for _____ (e.g., equity), with a minimum investment of _____.

If Speaking to Customers

We are looking for _____ (pilot customers / early adopters) to help validate _____.

If Speaking to Partners / Stakeholders

We are looking for _____ (partners / strategic stakeholders: *Be specific - what kind? What is their job title?*) to help us _____ (distribution, integration, scale).

Gut Check

CHECK 1

Say It Out Loud

Time it. A minute is roughly 130–150 words. If you're over, cut the market context before you touch the ask.

CHECK 2

One Idea Per Sentence

If a sentence needs a breath in the middle, it's two sentences. Split it or cut it.

CHECK 3

Defend Every Number

Market size and traction need a real figure and a source you can name. If you can't defend it, don't say it.

CHECK 4

A Specific Ask

"We're looking for introductions" is a wish. Name who, what, and by when.

Pressure Tests

TEST 1

The Stranger Test

Say it to someone outside your industry. Can they repeat back what you do?

TEST 2

The "So What?" Test

After the ask, does the listener know exactly what to do next? If not, tighten step 7.

If you can't hold attention for 60 seconds, you won't hold capital for 6 months.

Book a Clarity Session → messagehq.net/contact.html