

Moonshot Pitch Worksheet

Hi, my name is: _____

and I'm from _____

My company (or product/idea/service) is: _____

I came up with this idea (or I started this company) because:

The problem you're solving for others
and why this is important to you.

Here's how my idea/product/service works and how it's different from what's already in existence/my competitors.



Moonshot Pitch Worksheet, continued

I plan to market my idea/product/service (or expand my current business) by:

List ways you will get the word out

My team includes:

List your company team or advisors
(It's okay if it's just you!)

Here's a look at my financial projections based on (past sales, if you have them or projections of what you expect to make based on how much it costs you to provide your service or product and how much you want to charge for it.)

If you're at the idea stage, tell us the size of the market and compare your product/service to a competitor you feel is most similar.

I'm hoping Moonshot can provide resources or mentorship in the areas of: (marketing, sales, manufacturing, intellectual property, & financial planning are a few examples.)
