

The 60-*second* pitch.

Build your pitch in five beats. *Write it first* , then say it out loud — your neighbour is your first investor.

00:60 on the clock
5 beats · 1 ask

Five beats, *sixty seconds*.

01

Hook

00:00 — 00:10

Who hurts, and how the pain shows up in their week.

02

Insight

00:10 — 00:20

Why it stayed broken, and what just changed.

03

Solution

00:20 — 00:35

One sentence. Outcome plus your unique lever.

04

Proof

00:35 — 00:45

Pilot, users, or interviews. One metric or one quote.

05

Why now + Ask

00:45 — 01:00

Next milestone, and the single thing you need today.

TOTAL RUNTIME **60S**

ONE ASK · ONE SENTENCE EACH

CUT ANYTHING THAT ISN'T EARNING ITS SECONDS

Example: *Skill Forward-Match*

Scoped 20–40 hour projects, with paid competition rounds that prove output before matching.

Hook	For <i>solopreneurs</i> , wearing every hat — even with AI tools — is a daily fight because they <i>context-switch instead of delighting clients</i> .	10s
Insight	It stayed broken because <i>portfolios prove past work, not fit</i> , but now <i>AI-augmented workflows</i> let a senior pro deliver in 20–40 hours what used to take 80.	10s
Solution	We help <i>founders buy proof of work</i> by running paid competitions where <i>3–5 vetted pros each ship the actual deliverable</i> , then speed-match for the contract.	15s
Proof	So far we have <i>one founder and four participants</i> through our first competition.	10s
Why now + Ask	<i>"The winning output beat my last contractor hire." — Pilot founder</i> Next we are running <i>three more competitions this month</i> — <i>raise your hand</i> if you want in on a 20–40 hour Skill Forward-Match project.	10s

Example: *PortfolioRoast*

Paste your portfolio URL, get a written roast
from three hiring personas.

Hook	For <i>developers with a portfolio but no callbacks</i> , honest feedback is a daily fight because <i>friends are too polite</i> and recruiters never reply.	10s
Insight	It stayed broken because <i>persona-based feedback cost \$100+ an hour from a coach</i> , but now <i>LLMs can simulate hiring personas</i> with enough nuance to be useful.	10s
Solution	We help <i>developers fix their portfolio in an afternoon</i> by roasting it as <i>eng manager, senior dev, and recruiter</i> — each scoring it and naming three fixes.	15s
Proof	So far we have <i>8 beta testers</i> , and <i>6 said the roast was more useful</i> than feedback from their peers.	10s
Why now + Ask	Next we are adding <i>screenshot analysis</i> , and we are looking for <i>50 portfolio URLs from bootcamp grads</i> to test on this week.	10s

Your *turn*.

Ten minutes to write. Turn to your neighbour and run it. Then come up here and pitch — sixty seconds, no slides.

10 : 00

Write it.

Fill the five blanks. One sentence per beat. Cut every word that isn't earning its seconds.

02 : 00

Practice it.

Turn to your neighbour. Read it out loud. Time each other — where does the clock break?

01 : 00

Pitch it.

Come up here. No notes, no slides. One ask. We start the timer at sixty.