

**ConcertBuds Pitch (Final Version):**

**SARAH:** Ugh, I have no one to go to this Billie Eilish concert with!

**MATT:** Ugh, me too!

**HENRY:** Woah woah woah! WHAT are you talking about?

*(jogs upstage)*

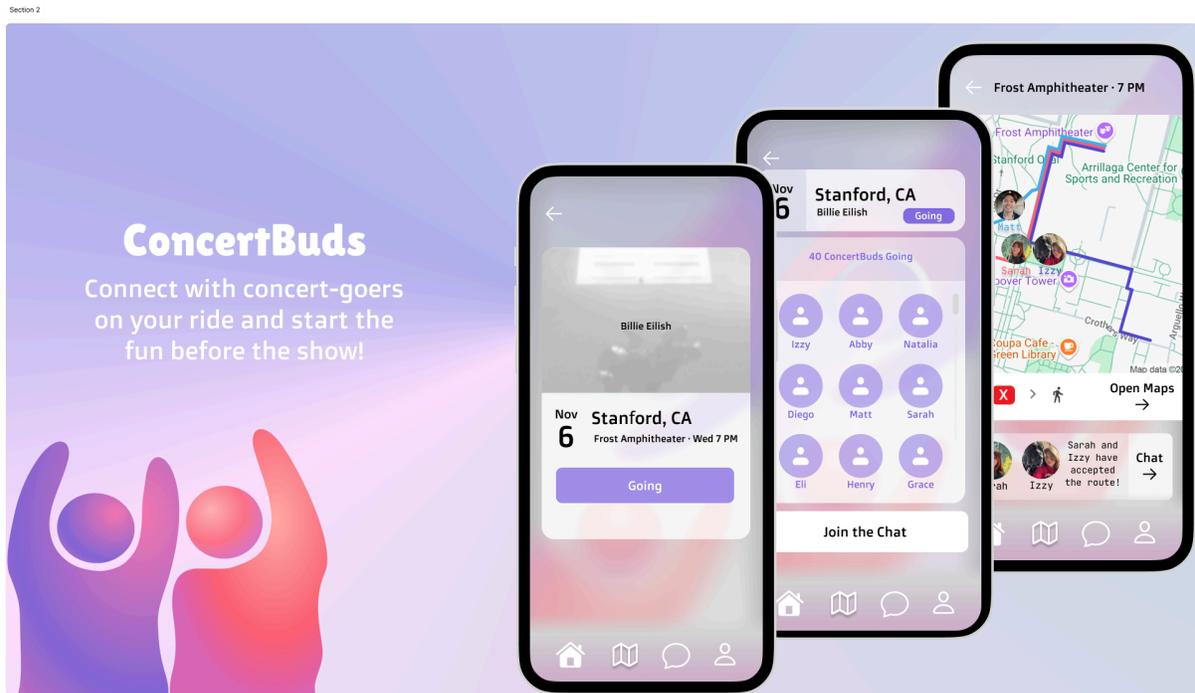
**HENRY:** Has no one heard of ConcertBuds?! It's the coolest app around!!

**HENRY:** ConcertBuds provides **real-world meetups** and **shared commutes** for concertgoers so YOU don't have to be alone!

**HENRY:** Come check out our app, and we'll see you at the show!

(Instructions for the Pitch Script on next pages)

## INSTRUCTIONS –



Write and practice your 30-second pitch. Most of the audience has never seen your project before. How can you provide a high-level understanding of what it does and what user needs it addresses? Find the hook that will persuade audience members to find your poster later. We recommend practicing your pitch until it is smooth and within the time limit. You will have an opportunity to practice and get feedback during the final studio.

### OUTLINE:

(From ChatGPT)

A 30-second pitch for a startup, often called an "elevator pitch," should concisely communicate the value of your startup, its target audience, and its unique advantage. Here's a simple structure you can follow:

---

### 1. Hook (5-7 seconds)

Start with a compelling statement or question to grab attention.

- **Example:** "Did you know that over 80% of travelers miss out on meeting people who share their journey because they have no easy way to connect?"
- 

### 2. The Problem (5-7 seconds)

Briefly describe the problem your startup is solving.

- **Example:** "Traveling can be isolating, and finding travel buddies, especially for public transit or shared itineraries, is a huge pain."
- 

### 3. The Solution (10-12 seconds)

Explain your product or service and its value.

- **Example:** "Our app, Journey Buddies, is a social platform that connects travelers using public transit or shared routes, helping them discover new friends, save money, and make every journey memorable."
- 

### 4. Why You're Unique (5-7 seconds)

Highlight your unique selling point or competitive edge.

- **Example:** "Unlike generic travel apps, we focus on fostering real-time connections based on overlapping routes and mutual interests, making social travel effortless."
- 

## 5. Call to Action (3-5 seconds)

Wrap up with what you want your audience to do.

- **Example:** "We're launching next month, and we'd love for you to sign up and be part of our journey!"
- 

## Complete Pitch Example:

"Did you know that over 80% of travelers miss out on meeting people who share their journey because they have no easy way to connect? Traveling can be isolating, and finding travel buddies, especially for public transit or shared itineraries, is a huge pain. Our app, Journey Buddies, is a social platform that connects travelers using public transit or shared routes, helping them discover new friends, save money, and make every journey memorable. Unlike generic travel apps, we focus on fostering real-time connections based on overlapping routes and mutual interests. We're launching next month, and we'd love for you to sign up and be part of our journey!"

---

Let me know if you want to refine this for a specific audience or pitch style!