



Shore Hatchery Pitch Tips

You will deliver a 1-minute pitch, followed by a 6 minute question and answer session with the judges.



Start with an engaging opening

Open your pitch with a compelling statement or question that grabs their attention immediately. This could be a surprising fact about your industry, an impactful customer story, or a bold claim about your product's value.



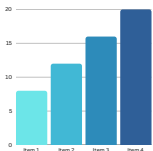
Explain your problem

Clearly define the problem your business solves. Focus on making the issue relatable to the judges and demonstrate why it's important.



Present your Solution

Introduce your product or service as the solution. Highlight its uniqueness and how it specifically addresses the problem. Keep it concise but impactful—this is your core value proposition.



Focus on Market Opportunity

Briefly touch on the market opportunity by showing that there's demand for your product or service. Mention the market size, trends, or any data that supports your business's potential.



Tell a Story

People remember stories better than facts alone. If possible, weave a short story into your pitch to make your solution more human and relatable. This could be a customer success story or a personal anecdote about why you started the business.



Highlight Traction & Milestones

Mention any achievements or milestones you've reached so far. For ex: customer growth, revenue figures, partnerships, or product development. It builds credibility and shows you've gained traction.



Be prepared for Q & A

Anticipate the judges' questions and have answers ready. Common topics include your competition, financials, scalability, and customer acquisition strategy.



Keep it Simple

Judges may not be experts in your field, so make your message understandable for a general audience. Simplify your business model, and focus on the key points.



Explain your Ask

Explain how much money you need and how it will be used. Break it down into key areas, such as equipment, marketing, or product development, etc.



Practice your Pitch

Time is short, so rehearse your pitch multiple times to ensure it fits within the 1-minute window. Practice answering potential questions clearly and concisely to avoid rambling during the Q&A.