



## HOW THE HECK DO I GRAB

### THEIR ATTENTION IN 5 MINUTES!?

*A guide to defining crystal-clear messages rooted in passion.*

## Pre-Workshop Assignment: Crafting Your Core Message

In preparation for our upcoming workshop, please take some time to draft the core of your pitch in three one-line statements. Each statement should capture a single, powerful idea that resonates clearly and deeply. Keep it short—no more than one line per statement. Remember, these are drafts, a starting point for us to refine together.

### Your Task:

Create **three distinct one-liners** that convey your startup's essence and bring them to the workshop. Focus on clarity and impact. Here's what each statement should cover:

#### 1 Big Idea

Describe what your startup does and how, capturing the unique value in a single line. *"Airbnb enables people to book unique homes and experiences directly from locals around the world."*

#### 2 Problem Statement

Define the problem you're solving. What pain point does your solution address? *"Travelers often struggle to find affordable, authentic places to stay and connect with local culture."*

#### 3 Solution Statement

Describe your solution to the problem in one impactful line. *"We provide a platform that connects travelers with locals offering unique accommodations and experiences."*

### How to Approach This:

**Be Specific:** Instead of using general terms, Airbnb uses specific words like **"affordable"**, **"authentic"** and **"local culture"** to paint a clear picture we instantly understand.

**Be Brief:** Each line should be clear and concise, with no extra words. Get straight to the point and avoid filler language.

**Be Clear:** Use language that's easy to grasp. Make each statement stand on its own, so anyone can understand the value and impact without further explanation.