

Room Review Report

40 minute session Founder pitch

ILLUSTRATIVE EXAMPLE. NOT A REAL CLIENT.

01 The situation

WHO

A founder preparing a pitch

THE ROOM

A small group of investors, ten minutes plus questions

WHEN

In three weeks

WHAT THEY BROUGHT

A draft deck and rough notes

WHAT WORRIES THEM

The questions that come after the pitch

02 Where you are today

Story, Presence and Impact, scored out of 10

Story

6 /10

Clear product, slow start

Presence

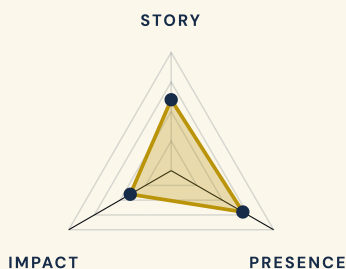
7 /10

Warm, rushes the figures

Impact

4 /10

Trails off at the end



Invented scores for illustration.

03 What is already working

- ✓ The product is explained in plain language.
- ✓ It is obvious you care about the customer's problem.
- ✓ The slides are clean and uncluttered.

04 Your one priority

Open with the problem, not the company

The first minute covers who you are and how the business began. A room decides whether to listen in the first sixty seconds. Start with the problem you solve and who has it, then say who you are.

How the first minute is spent, in seconds (invented example)

NOW

Who I am

28s

How it began

20s

The problem

12s

SUGGESTED

The problem

25s

Who has it

15s

Who I am

12s

The ask

8s

The sixty seconds are the same. What the room hears first is different.

05 Three practical changes

01 STORY Merge slides 2 and 3

The background slides repeat each other. Use one slide and one sentence of history, then move on.

02 PRESENCE Pause after the key number

You speed up when you reach the figures. Stop for a full second after the main number and let it land.

03 IMPACT End on the ask

The pitch trails off into a thank you. Finish on the specific thing you want the room to do next.

o6 One exercise: The thirty second answer

1. Write down the hardest question you expect.
2. Answer it out loud in thirty seconds or less.
3. Record it on your phone and listen once.
4. Repeat until your first sentence is the answer, not the lead in.

o7 Next steps

- ✓ Do the exercise twice this week, with two different questions.
- ✓ Rehearse the new first minute out loud, standing up.
- ✓ If you want a second pair of ears before the real thing, book another session or ask me about coaching.

A real Room Review is about your own talk, pitch or speech, in your own words.

Richard Ford

LIFE IS A SPEECH