

# Brevity

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▼ **What is it?**

1. Explain your reasons for being (problem statement)? 2. What service do you perform? 3. What excites you about this opportunity?

A significant problem I've faced as an executive and entrepreneur is pitching to an audience who doesn't get it.

Surveys show the biggest issue with pitching is keeping an audience engaged.

Brevity is a web platform that helps entrepreneurs achieve pitch clarity and facilitate meaningful interactions with investors and buyers.

Entrepreneurs open Brevity and select their desired outcome like raising capital or closing a partnership.

Brevity guides the entrepreneur through expert pitch frameworks resulting in crafting an effective story.

Entrepreneurs instantaneously receive suggestions for improvement from Brevity's Pitch Intelligence.

Investors get access to screen vetted leads based upon their selected investment criteria.

Leads from cold emails and warm referrals are additionally screened through Brevity.

Investors can then review pitches and connect with Entrepreneurs to initiate the vetting process.

## ▼ How does it work?

**1. Explain how your product or services work? 2. Explain why the elements of your offer are valuable or important?**

We've worked with a lot of entrepreneurs who create their pitch deck before crafting their story.

Industry research and experts prove the best way to make an idea stick is by telling a compelling and concise narrative.

Brevity's Pitch Intelligence guides the entrepreneur towards creating a story that's clear, compelling, and succinct.

Our Pitch Intelligence is derived from our own experience, experts, and trends analyzed from a large collection of successful pitches.

Some of the instant insights include industry jargon alerts and grandiose statement detections that could lead to buyer confusion and doubt

Our process is valuable to investors as they average 500 initial appointments with Entrepreneurs annually.

This process streamlines the generic cold email approach where Entrepreneurs copy, paste, and send to multiple investors.

## ▼ Are you Sure?

### 1. What fact or figure backs up the most important elements of your information? What validates the need or establishes potential?

This can lead to substantial time savings for investors by only scheduling initial meetings with Entrepreneurs that are worthwhile.

Yet only time will tell if Investors have a strong need to change or refine their initial vetting process.

With that being said, reports show there are 15 million sales professionals in the US.

Additionally, 35 million PowerPoint presentations are given each day by an estimated 500 million users worldwide.

And most people tune out of a presentation within the first 10 minutes.

So as Robert Shalchini's book Influence states, "Confused people don't buy anything."

## ▼ Can you do it?

### 1. What speaks to the ability to execute or make the offering real for your audience?

Pitches without Brevity struggle to go far.

Brevity's mission is simple, it's to give more ideas traction!

We believe it will become a common phrase to hear, "Did you put your pitch through Brevity?"

