

## FundingHope Elevator Pitch Guide for Founders

*How to Communicate Your Vision, Mission, and Opportunity Clearly and Effectively*

Every founder needs a clear, confident way to explain what they do. Whether it's to investors, customers, partners, or the community, the elevator pitch is your hook. This guide provides examples and templates designed to help you craft a compelling elevator pitch that connects your business purpose with its potential for impact and growth.

Each section below includes a short explanation of the scenario and a simple framework you can adapt for your own use. The goal: help you describe what you do, why it matters, and why it works in 60 seconds or less.

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### 1. The Problem–Solution Pitch

When to use: Introducing your company to investors or partners for the first time.

Structure:

- Identify the problem clearly and concisely.
- Explain how your company solves it.
- End with the result or value created.

Example:

*Many local farms struggle to get their products to market efficiently, losing both time and profit.*

*At FreshLink, we've built a logistics and marketing platform that connects small farms directly with local restaurants and grocers.*

*Our solution reduces spoilage, increases income for growers, and supports a more resilient local food economy.*

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### 2. The Market Opportunity Pitch

When to use: In investor discussions or when emphasizing growth potential.

Structure:

- Highlight market size and momentum.
- Position your company within that opportunity.
- End with traction or a near-term growth goal.

Example:

*The clean energy sector is projected to reach \$1.5 trillion by 2030.*

*SolarEdge MicroGrids is positioned to capture a growing share through community-scale solar systems that lower costs and expand energy access.*

*We've deployed 15 pilot systems and expect to triple installations in the next 12 months.*

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### 3. The Impact Pitch

**When to use:** When addressing investors aligned with FundingHope's mission or UN Sustainable Development Goals.

**Structure:**

- Present a clear societal or environmental challenge.
- Show how your business creates measurable, sustainable impact.
- Tie the impact directly to the business model.

Example:

*Millions of rural households still lack access to affordable healthcare.*

*HealthReach delivers telemedicine services through low-bandwidth mobile technology, enabling doctors to serve remote communities efficiently.*

*Every consultation not only saves patients time and travel costs but also strengthens local health outcomes – and every subscription supports our continued expansion.*

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### 4. The Traction Pitch

**When to use:** Once you've launched and can point to measurable results.

**Structure:**

- Start with a quick overview of your product or service.
- Share a few key achievements or data points.
- End with what comes next.

Example:

*Our mobile app connects independent artisans with customers seeking handmade goods.*

*In our first six months, we've onboarded 800 sellers, processed \$250,000 in sales, and achieved 20% month-over-month growth.*

*We're now raising capital to scale nationally and introduce new features that increase seller visibility.*

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## 5. The Partnership Pitch

**When to use:** To approach potential collaborators or distribution partners.

**Structure:**

- Identify a shared goal or challenge.
- Describe how collaboration benefits both sides.
- End with a clear call to connect.

**Example:**

*Community banks want to support small businesses but lack simple ways to connect them with alternative financing options.*

*At CapitalConnect, we've built a platform that integrates directly with banks' small-business services to provide instant access to Regulation Crowdfunding opportunities.*

*We'd love to explore how your institution could offer your customers new paths to raise or invest capital.*

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## 6. The Sustainability Pitch

**When to use:** When your business directly contributes to an environmental or social outcome.

**Structure:**

- Define the problem and its scale.
- Describe your sustainable solution.
- End with measurable impact.

**Example:**

*Textile waste is one of the fastest-growing environmental issues worldwide.*

*At ReThread, we transform discarded fabrics into new materials used by apparel brands.*

*Our process diverts 50 tons of waste annually and cuts carbon emissions by 40% compared to traditional textile production.*

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## 7. The Personal Story Pitch

**When to use:** When introducing yourself in founder videos, interviews, or mission-driven content.

**Structure:**

- Share a brief personal connection to the problem.
- Explain what inspired you to create your company.
- End with the change you're committed to making.

**Example:**

*I grew up in a food desert where healthy options were rare.*

*That experience inspired me to launch NourishBox — a subscription service delivering fresh, locally sourced produce to urban families.*

*We're building a business that brings health, dignity, and opportunity to every table we serve.*

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## 8. The Product Launch Pitch

**When to use:** To announce new offerings to your community or potential backers.

**Structure:**

- Identify the need or aspiration driving the launch.
- Introduce the product and what makes it unique.
- End with what's next — launch date, campaign, or invitation.

**Example:**

*Entrepreneurs are constantly searching for smarter ways to connect with investors.*

*That's why we're launching PitchFlow — a digital tool that helps founders refine their investor outreach strategy using real-time data and templates.*

*We'll be unveiling it on FundingHope this quarter to help startups tell their stories more effectively.*

## 9. The Community Impact Pitch

When to use: When your business benefits a specific local or demographic community.

Structure:

- Define the community challenge.
- Explain your role in addressing it.
- Show tangible outcomes or progress.

Example:

*Many rural entrepreneurs struggle to access affordable financing.*

*At RuralRise Capital, we provide revenue-based funding to small businesses that drive job creation in underserved areas.*

*In our first year, we've supported 35 founders, creating 120 new jobs across five counties.*

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## 10. The Fundraising Pitch

When to use: When preparing for a Regulation Crowdfunding raise on FundingHope.

Structure:

- State what your business does and why it matters.
- Summarize traction and market opportunity.
- Clearly communicate how the funds will be used and the intended impact.

Example:

*At BrightPath Energy, we're helping households transition to clean, affordable solar power.*

*We've completed 250 installations, saving customers an average of \$600 per year and reducing CO<sub>2</sub> emissions by 1,000 tons.*

*Through our raise on FundingHope, we aim to expand into three new states and reach 5,000 additional homes within 24 months.*

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## Tips for Founders

- Keep your pitch under 60–90 seconds.
- Focus on clarity, credibility, and impact — not hype.
- Use plain language investors and customers can understand.

- When preparing for a FundingHope campaign, ensure every statement is accurate, supportable, and free from guarantees or forward-looking promises not backed by data.
  - Revisit and refine your pitch regularly as your business grows.
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## Final Thought

A great pitch doesn't just describe your business, it inspires confidence in your ability to execute. At FUNDINGHOPE, we believe clear communication is the foundation of every successful raise.

## Disclaimer

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