Pierce

SAN DIEGO STARTUP WEEK

Tell Your Story Workshop

Turn what you do into a clear, memorable 30-second pitch.

3:00 - 3:45 PM | NEW VILLAGE ARTS | CO-LED WITH MAISHA

Your pitch in four beats

About 75 words total. Keep it human and specific.

1. **Who you help**
   Name the people you serve.
2. **The problem**
   What gets in their way?
3. **What you do**
   Show how your approach is different.
4. **The ask**
   Make the next action easy.

45 minutes. Everyone pitches.

Listen less. Draft, practice, improve, repeat.

0:00 - 0:05
Welcome + two demos
Hear two different 30-second pitches.

0:05 - 0:12
Learn the formula
Use the four beats to shape your story.

0:12 - 0:22
Write it in pairs
Draft together so nobody faces a blank page.

0:22 - 0:40
Pitch rounds
Practice in trios, then hear a few volunteers.

0:40 - 0:45
Close + use it tonight
Take one lesson into the Expo and keynote mixer.

A PIERCE EXAMPLE

“Most career seekers get a list of links and no human to talk to. I built Pierce, a voice coach that gives you one resource, one event, and a human connection in a 15-minute call. If you know someone figuring out their next move, send them to voice.pierce.fund.”

YOUR GOAL: Leave with one pitch you have already said out loud.

Say it. Hear it. Tighten it. Use it tonight.

Small room: pitch to everyone. Big room: trio rounds ensure every person gets a rep.

voice.pierce.fund