

The 7-Step Founder Pitch Framework

A practical structure for turning innovation into investor buy-in

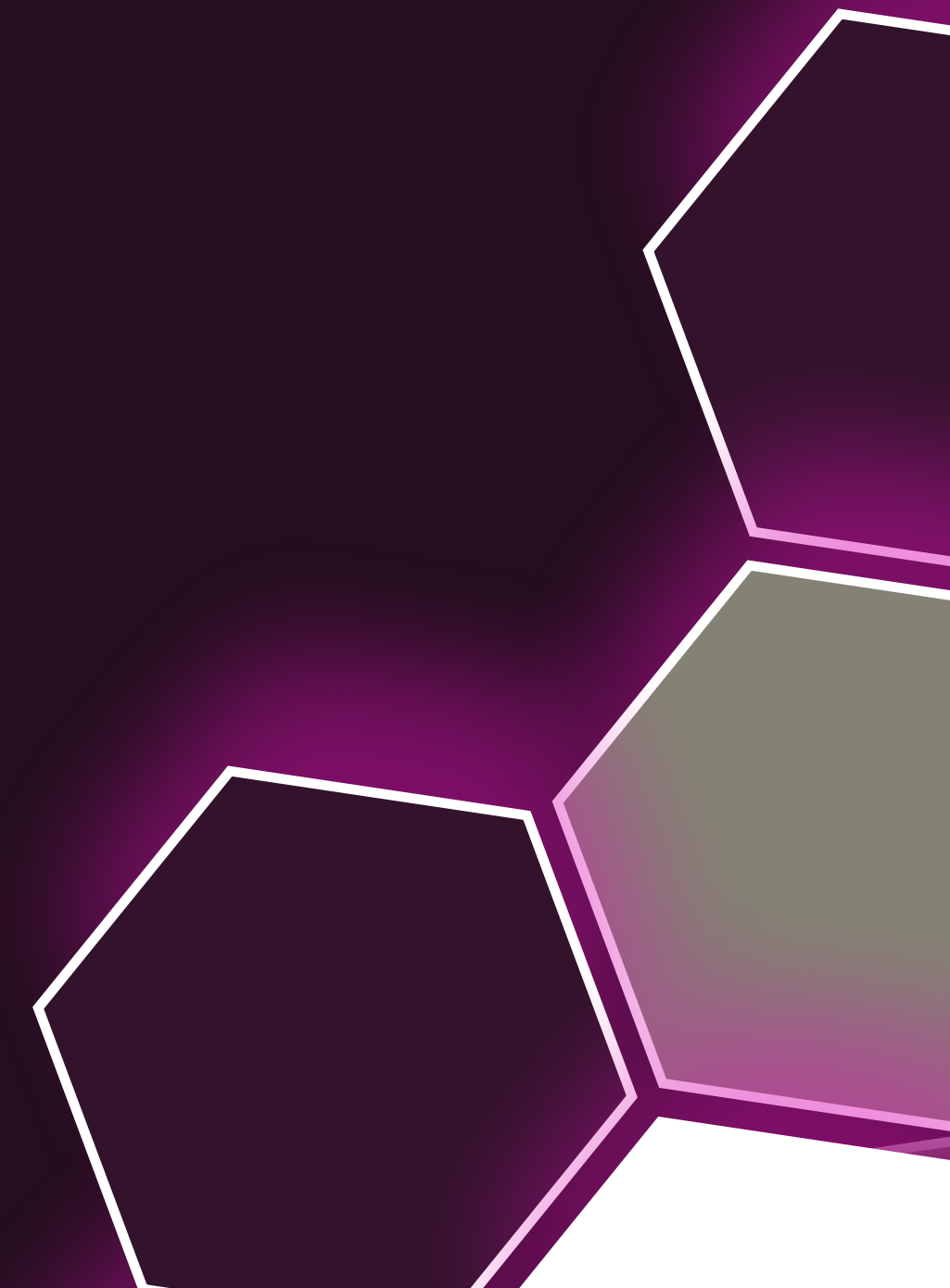
By Michael Rickwood Vortolo Coaching:
Helping innovators cut through with clarity and impact.



The 7-step Founder Pitch Framework

1. The Disconnect
2. Bring out the real value
3. The 7 step Clarity Navigator
4. Translate Complexity
5. Speak to risk: don't just showcase features
6. Close the meeting
7. Take the lessons learned, rinse and repeat.

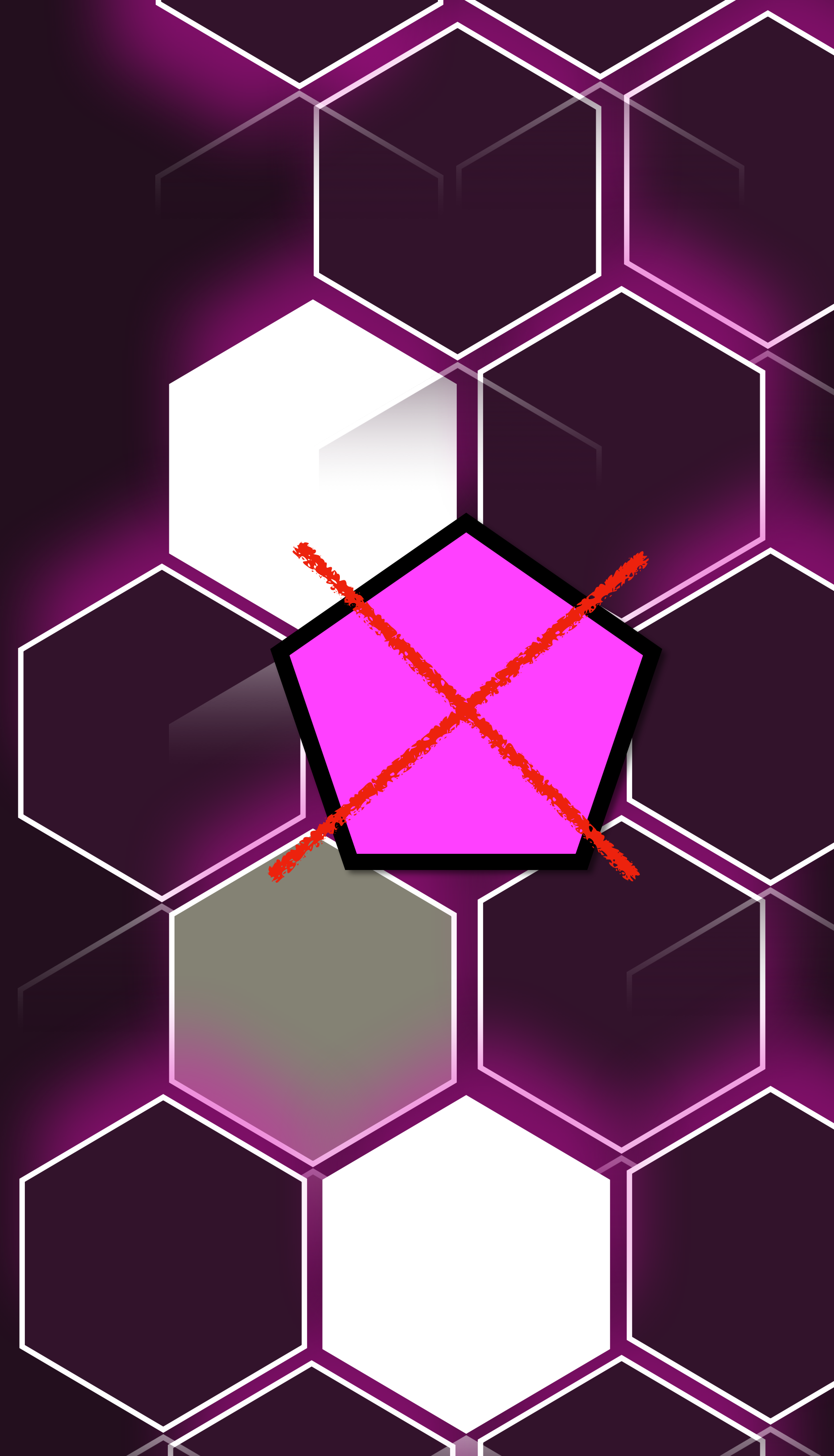
The document also contains **3 quick-win** exercises



The Disconnect

Why brilliant tech often falls flat in investor meetings.

- 1. Decision makers don't speak technical language.**
They need to understand why it matters, not just how it works
- 2. Jargon hides value.**
When you're deep in the product, its easy to fall into technical bias. Step back, tell the story from the business lens.
- 3. Timing and framing matter.**
Even a great deal can fall flat if it's not positioned for today's priorities. Adapt the message, not just the model.



Quick win #1: The 5- Minute Jargon Audit

A simple self-assessment you can do *right now*

Open your pitch deck. Find your problem statement (usually slide 2-3).

Now answer these 3 questions:

- Would someone completely outside of my industry understand what problem I'm solving?
- Did I use any acronyms or technical terms in the first sentence?
- Can someone repeat the problem back to me after hearing it once?

If you answered NO to any of these → your pitch has a clarity problem.

Quick Fix: Rewrite that slide using only words a business journalist would use.
This means phrases containing complete messaging with nouns and verbs.

Before: "Our API aggregates fragmented data silos via microservices"

After: "We connect disconnected company data so teams stop wasting time searching"

Bring out the real value

What a clear pitch actually achieves

Turns complexity into clarity.

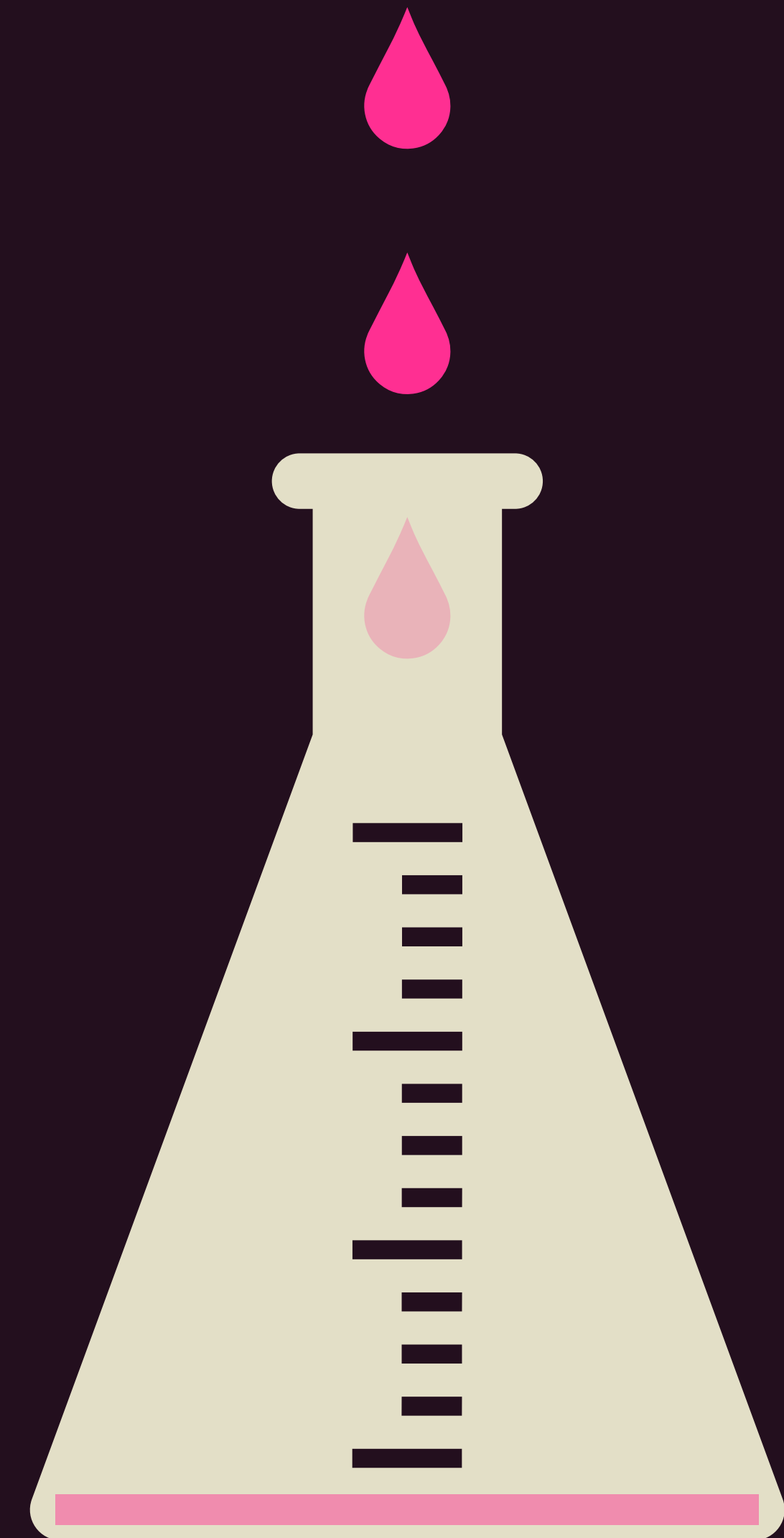
Makes your innovation clear, investable, and actionable, so decisions happen faster and with more confidence

Builds instant credibility.

Focus and proof replace jargon and hype. Even if they don't invest today, your clarity earns lasting respect and referrals

Closes with certainty.

A clear ask leads to aligned next steps, not confusion or polite silence.



Clarity Converts

The 7 step Clarity Navigator

Get out of the weeds. Tell them *why* the world needs your solution



Your message aligned with investor logic



Context: What changed and why now?

The Need: The business pain your innovation solves

The Solution: How it works, in simple, outcome-focused language

Proof: Traction, validation and evidence of demand

Model: Who pays, how much, and how it scales?

Why now?: The shift that makes this moment right.

Ask: The next step, funding, pilot, or partnership?

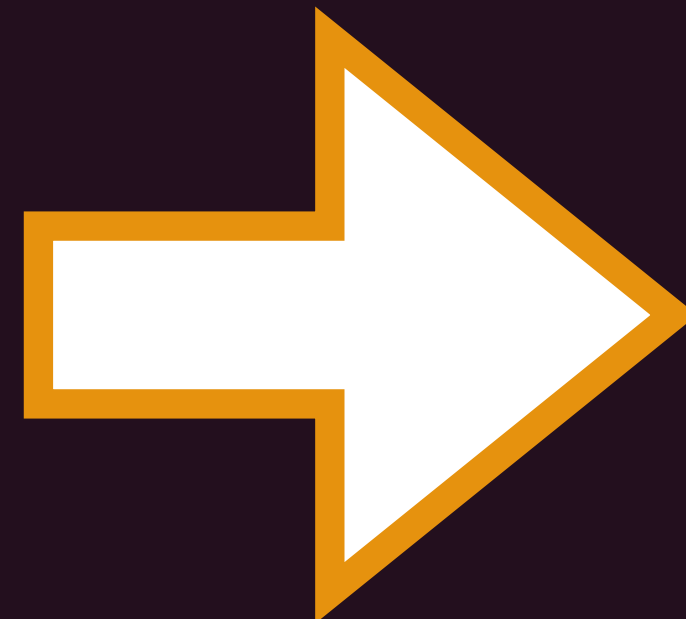
A framework used by innovators from Web3 to
Pharma to secure clarity and buy-in.

Translate complexity

Turn deep tech into *clear business value*

Before (tech lens)

Our L2 zk-roll-up
leverages multi-proof
architecture to achieve
10k TPS



Clarity shift will **double**
comprehension speed

After (Business lens)

**We cut transaction
costs by 70% and settle
in 2 seconds with bank
grade security**

The principle here is to lead with impact, then
reveal the innovation.

| Translate complexity

Turn deep tech into *clear business value*

As a speaker you can help your cause with **Precise Clarity**

Resist the temptation to try to charm your audience with a show
People do not remember your energy—

They remember whether they understood you.

In a noisy world, clarity has become a form of generosity.
So build your pitch step by step, transition by transition.



Quick Win #2: The Investor Translation Test

A specific exercise with immediate feedback

Step 1: Record yourself explaining your solution in 30 seconds (voice memo on your phone)

Step 2: Listen back and count how many times you:

- Use an acronym
- Say a word your investor wouldn't know
- Describe HOW it works instead of WHY it matters

Step 3: Your score:

0-1 jargon words = You're ready to pitch

2-3 jargon words = You're at risk of losing them

4+ jargon words = You need a translation strategy

(Want help translating your pitch into investor language?

That's exactly what we do in a clarity call: www.vortolocoaching.com)



Speak to risk: don't just showcase features

Investors are buying into *perceived* certainty

Investors assess four risks:

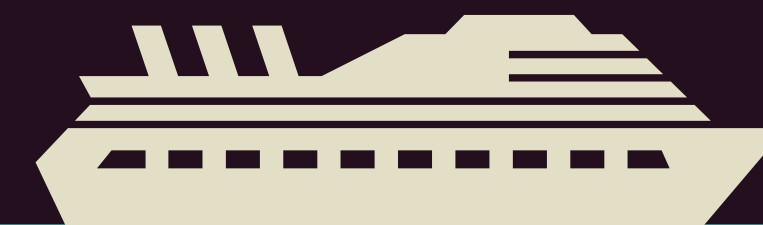
Team - Market - Product - Distribution

Counter each with proof: pilots, retention, revenue pipeline, early partnerships

Golden Rule

If it doesn't reduce uncertainty, it doesn't belong in the pitch.

Clarity means surfacing what matters most



Features

Risks

Close the meeting

Every pitch ends with clarity, confidence, and the next step.

The ask: amount/ use of funds /runway

Timeline: due diligence milestones / next decision point

Next step: book the follow-up in the room -before they leave

If there's no clear next step,
the pitch isn't over - ***it's incomplete***



Take the lessons learned

No pitch will ever be the same twice.

Clarity: Did they get the pitch? What was not clear?

Signal: What was their level of enthusiasm? Did they lean in or tune out? How is your clarity as a speaker? (Charisma vs Clarity)

Battle: How hard were the questions? Why were they hard?

Momentum: What moment created the most traction or curiosity?

Forward: What needs to be done now to take the pitch to the next level?

What would increase the confidence of an investor by 20% before next pitch?



Quick Win #3: The “Before you pitch” checklist

A one-page check-list to print and use *before* any investor meeting

THE PRE-PITCH CHECKLIST

(Check these off 24 hours before your meeting)

- ☐ I can explain my solution in one sentence without jargon
- ☐ I know exactly how much money I'm asking for
- ☐ I can name the #1 risk an investor will worry about
- ☐ I have one proof point ready (traction, pilot, letter of intent)
- ☐ I know what "next step" I want from this meeting
- ☐ I've practiced my opening 60 seconds out loud

Missing any? Fix it before you walk in the room.

Built on tried and tested experience

This framework is built on over 12+ years of my working with innovators across:

- French Tech
- Biotech & Pharma
- Web3 and blockchain
- Clean Energy
- AI and Deep Tech

Built on tried and tested experience

Time to turn your clarity into *traction*

Let's audit your pitch together

vortolocoaching.com

✉ vortolocoaching@gmail.com

🔗 Book a 20-minute Clarity Call