

DAY 09 • DAILY KIT

AI Pitch Prep — Deck, Story, Practice + How to Pitch Anything

You've built it. Now you have to make people care in 3 minutes.

Theme: The Pitch • Homework: 2 hours • Project: 3 hours

WHAT'S INSIDE

01 **Take-home assignments**

Missions to complete tonight.

02 **Project steps**

Ship one thing before Demo Day.

03 **Reflection prompts**

Write, don't just think.

04 **Master checklist**

Tick it. Prove it. Done.

Homework — Day 9

Estimated time: 2 hours

01 Deck v1

Build your 5-slide deck in Gamma. Ship it, don't perfect it.

02 10 rehearsals

Pitch to AI 5 times. Pitch to real humans 5 times. Time each one.

03 The 3-minute cut

Record yourself. Watch. Cringe. Cut 30 seconds. Record again.

REFLECTION — WRITE, DON'T THINK

☐ What's the single sentence you want everyone to remember?

☐ Where in your pitch do you lose energy? Cut it or fix it.

☐ What's the toughest question you might get? Write a killer answer.

BONUS ROUND

Pitch to someone who scares you — a parent's boss, an older cousin who's a founder, a teacher you admire. Whatever they say is gold.

Project Kit — Demo Day Pitch

Estimated time: 3 hours

THE GOAL

A 3-minute pitch + 5-slide deck + 30-second demo video, all rehearsed and ready.

MATERIALS

Gamma or Tome for slides	Loom or CapCut for demo video	ChatGPT voice mode for Q&A prep
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STEPS

01 Write the hook

20 options → 1 winner. Rehearse it 20 times.

02 5-slide deck

Problem · Solution · Traction · Magic · Ask. One idea per slide.

03 30-second demo video

Fast cuts. Show the product doing its magic. Zero talking heads.

04 Q&A drill

List 10 possible questions. Prepare 30-second answers to each.

DELIVERABLE

Deck link + demo video + rehearsal log (times, notes, feedback).

RUBRIC — HOW WE JUDGE

✓ Hook power

Do the first 10 seconds stop the room?

✓ **Story arc**

Problem → solution → why now — does it flow?

✓ **Demo clarity**

Would a stranger understand the product from the video alone?

✓ **Poise**

Do you look and sound like you own this?

PROMPT TEMPLATES – COPY & USE

Hook lab

You are a TED speaker coach. My pitch: [PITCH]. Give me 20 opening hooks – 5 stats, 5 personal stories, 5 questions, 5 provocations. Max 25 words each. Rank the top 3 and explain why they'd stop a room.

Devil's advocate

You are a hostile VC. Watch me pitch (transcript below): [PASTE]. Ask the 5 most uncomfortable questions I'd get. Then answer each one in my voice, in a way that turns the weakness into a strength.

Tick each box only when it's actually done.

HOMEWORK MISSIONS

- ☐ Deck v1
- ☐ 10 rehearsals
- ☐ The 3-minute cut

PROJECT STEPS

- ☐ Write the hook
- ☐ 5-slide deck
- ☐ 30-second demo video
- ☐ Q&A drill

SHIP IT

- ☐ Reflection questions answered in writing
- ☐ Deliverable submitted: Deck link + demo video + rehearsal log (times, notes, feedback).
- ☐ Posted to the camp gallery / shared with a friend
- ☐ Bonus round attempted

Done? Sign it. Date it. Show up tomorrow ready to build.

Signed _____ Date _____