

In four words

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In 3 minutes In 30 seconds	
1. What is your/company name	
2. Customer Segment/target	
3. Pain you try to solve	
4. Unique Selling Point	
5. Your Business Model	
6. Call to action	

In one Tweet

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In one sentence

"My startup <name> is working on <offering> to help, <target customer> to solve their <pain-point> by your <secret sauce>"

"My startup	<i>name</i>	
is working on	<i>offering</i>	
to help,	<i>target</i>	
to solve their	<i>pain-point</i>	
by	<i>Your secret sauce</i>	