

Creating a Great Startup Pitch: Insights from YC Partner Michael Seibel 🎤

YC's Michael Seibel emphasises two essential pitches for startup founders: a 30-second elevator pitch and a two-minute pitch for investors.

"A lot of people practice 10-minute, 30-minute, hour-long pitches. I think that's all garbage. You can get your points across in two minutes. The more you talk, the more likely you'll say something they don't like."

1. The 30-Second Elevator Pitch:

This should be clear enough for anyone to understand in three sentences:

- What your company does: Make it simple (e.g., "We're Airbnb, and we allow you to rent out extra rooms").
- Market size: A quick, rough estimate of the opportunity size.
- Traction: Growth or launch progress—show you're moving fast.

2. The Two-Minute Investor Pitch:

This version is for deeper conversations with potential investors, employees, or key partners.

Cover these five essentials:

- 30-Second Pitch: (As above)
- Unique Insight: What do market leaders not understand? Keep it to two sentences.
- Revenue Model: How you make money.
- Team: Focus on team composition (number, skills, and commitment).
- Big Ask (\$\$\$): Know your raise details—funding type, amount, and minimum check size.

This framework is designed to keep pitches clear, concise, and impactful. Watch the clip below for Seibel's full breakdown!