

Name:

Date:

Class:

Lesson 17.2

Practice Your Understanding

1. Determine which component of a business pitch each statement best represents. (17.2-1)
 - a. “Our product is affordable, sustainable, and durable. There is no product currently on the market that can match ours. If you invest today, you will see a 200-percent return on your investment in the first year.”
Answer:
 - b. “Here is my business card. You may reach out by phone or email if you have any follow-up questions.”
Answer:
 - c. “Our product, the Swift Snapper, is the first of its kind on the market.”
Answer:
 - d. “Many times, pet parents struggle to put on their dog’s collar and leash when their pup is excited to go for a walk.”
Answer:
 - e. “The Swift Snapper collar comes with an easy-to-attach, yet durable, leash making pet owner’s lives easier by saving time and reducing frustration.”
Answer:
2. You are preparing to deliver a business pitch to request funding from an investor. Outline types of important information you should research prior to the presentation to better understand your target market and fulfill the investor’s expectations without sacrificing your own professional credibility. (17.2-2)
Answer:

3. Determine whether each of the following statements is an example of logos, pathos, or ethos persuasion. (17.2-3)
- a. “Imagine your cell phone battery dies in the middle of an emergency, and you have no access to a charger.”

Answer:

- b. “According to Pew Research, 72 percent of high school instructors say cell phone distraction is a major problem.”

Answer:

- c. My name is Josue Martinez. I have a degree in computer science and have worked in the telecommunications industry for over ten years.”

Answer:

4. Locate a credible statistic online that can be used to describe the problem your business start-up is solving for your business pitch script. Construct an analogy that will help your audience better understand and visualize the statistic. (17.2-4)

Answer:

5. Your business partner prepared a pitch deck that includes inconsistent fonts and colors, numerous animations, and crowded text. Determine how these visual design flaws may impact the audience. Prepare a list of recommendations for how to transform the pitch deck into an engaging visual using effective multimedia strategies. (17.2-5)

Answer: