

Name:

Date:

Class:

Building Your Business Plan

Activity 7-1: Pitch Structure

Using the template provided, write a script in the far-right column to pitch your start-up to investors for business funding. For each section of the pitch, follow the content guidance provided. Persuasion techniques should be incorporated throughout the business pitch.

Pitch Structure Template

Steps	Content Suggestions	Script
Make an attention-getting introduction	<ul style="list-style-type: none"> • Use pathos (storytelling technique). • <i>Hint:</i> This could be a story about a customer who has an unmet need or want that your business, if launched, will satisfy. Use names and descriptive language. • Hold for 30 seconds or less. 	Answer:
Describe the problem	<ul style="list-style-type: none"> • Explain key points of the customer problem your business start-up solves. • <i>Hint:</i> This is a good place to discuss supporting data found when conducting your PESTLE, SWOT, or market analysis. • Use logos (provide evidence and reasoning) to persuade others. • Use credible sources. • Use analogies when appropriate. 	Answer:
Present the solution	<ul style="list-style-type: none"> • Explain key points of your business start-up as a solution to the identified 	Answer:

Steps	Content Suggestions	Script
	<p>problem.</p> <ul style="list-style-type: none"> • <i>Hint:</i> Begin by describing your business, its products, and value proposition. Include features and benefits. • Next, present the market opportunity by discussing pertinent information from the PESTLE, SWOT, and market analysis. Describe your target market. • Explain the business model and how the start-up will operate. • Identify the marketing strategies the business will use. • Discuss the business's competitive advantage(s). • Provide a timeline of sales projections and milestones for the next five years. • Describe your team members and their credentials. • Wrap up with the financial status of the business. This may include any sales history, unit economics, break-even analysis, pro forma financials, etc. 	
<p>Make a call to action</p>	<ul style="list-style-type: none"> • Briefly remind the audience of the emotional connection in the introduction. • Summarize key points of the solution. • State the call to action. • <i>Hint:</i> This is to request 	<p>Answer:</p>

Steps	Content Suggestions	Script
	<p>funding to implement your business plan.</p> <ul style="list-style-type: none">• Thank the audience.• <i>Hint:</i> Offer to answer the audience's questions.	