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LESSON 1

ENTREPRENEURSHIP

PITCHING YOUR BUSINESS

Now that you have taken all of the necessary steps required to plan for and start your business, it's time to share it with the world! After all, no matter how good your product or service is, people won't buy it if they don't know it exists!

Knowing how to pitch your business is a key element to successful business growth. It's a necessary skill that can help you in capturing the attention of future clients, as well as mentors and potential business partners.

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There are two main audiences to focus on when pitching your business. As such, your approach will vary a little bit, depending on who you're addressing.

1 *Potential Clients*

Pitching to clients is just as important as marketing to clients. In a sense, while marketing attracts clients and brings them to you, pitching, or “selling”, brings you to clients.

Why do your clients need your product or service? Do they know that your product or service exists? Are you better than your competitors? Are you cheaper? Don't think of sales as the process of convincing a potential client to buy your product or service. Think of sales as an opportunity to solve a problem for your client.



2 Possible Partners

As great as it is to be your own boss, for your business to flourish, you may need external help. That is why the second audience that you will most likely have to pitch to is possible partners. Partners can help you fund and expand your company, as well as provide new opportunities for you and your business.

Partners can come in different forms. They may take the form of **co-founders**, which is any person or organization that shares in the success of your business with you. They may also come in the form of banks and investors that can inject money into your company.

But be aware! — once you take on investors, you work for them. As the CEO of your company, your responsibility is towards the shareholders, even if you still own the majority of your business.

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Preparing your pitch

Crafting a solid business pitch is similar to telling an awesome story that gets everyone excited about what you're doing! Imagine you're telling your friends about this super cool idea you have for a new game or app—you want to make sure they're totally on board, right?



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When you're pitching to **investors**, your focus should be on convincing someone to provide money for your idea so you can make it a reality. You've got to show them why your idea is awesome, how it's different from everything else in the marketplace, and why they should believe in you and your team.

Remember, investors are there to make money; show them how they will grow their investment and address any concerns they may have regarding the risk of their investment.



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When you're pitching to potential **clients**, your pitch should be more about showing them why they need your product or service. You want to make them excited about what you're offering and how it can make their lives better or easier.

It's like trying to convince your friends to play your new game because it's super fun and they're going to love it!



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So, whether you're talking to investors or clients, your pitch needs to be clear, exciting, and convincing. You want to make sure everyone understands why your idea is amazing and why they should be a part of it. And hey, if you can get them as excited as you are, you're golden!

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Creating pitch opportunities

Once you have developed and practiced your business pitch, you will have to create some opportunities to use it! Think of it like setting the stage for a big performance where you get to show off what you can do.

First things first—you want to get yourself out there. How do you do that?

- Look for **events** like startup competitions, networking meetups, or industry conferences where you can strut your stuff. These events can provide you with an opportunity to showcase your business to a crowd of potential investors or clients.



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- Don't forget about **online platforms!** Social media, websites like Kickstarter or Indiegogo, or even startup accelerators are all great places to showcase your business to a wider audience. It's like putting up flashy billboards on the internet highway to grab people's attention.



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- Don't underestimate the power of good old-fashioned **networking**. Chatting up people at local business meetups, reaching out to industry influencers, or even just telling your friends and family about your business can work, too. Everyday interactions can all open doors to unexpected pitching opportunities! Whether you're chatting with someone in line at the coffee shop or giving a presentation at school, always be ready to share your passion and excitement about your business. You never know who might be listening!



Creating pitch opportunities is all about getting out there, both in-person and online, and seizing every chance to showcase what makes your business awesome. With a bit of hustle and a whole lot of enthusiasm, you'll be pitching like a pro in no time!

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DEVELOPING YOUR PITCH

What makes a good pitch? Imagine your perfect pitch as a fantastic short presentation that leaves everyone nodding along and cheering you on. Who wouldn't like that?

No matter who you are pitching to, there are some common points that your pitch should have. Let's break them down!



STEP 1 Grab attention with your introduction (“the hook”)

A good pitch will always grab your audience’s attention from the get-go. Just as a good conversation often begins with a captivating story or a mind-blowing fact, the beginning of your pitch should hook your audience right from the start and make them excited to hear more.



STEP 2 State the problem

If you did the proper homework, you will know what problem or hole in the market your product/service resolves.

- Keep your explanation simple and straightforward. Don't drown people in technical language or complicated details.
- Break it down into bite-sized pieces. Imagine that you are explaining something to a friend. You want everyone to understand what you're saying without scratching their heads in confusion.



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STEP 3 Present the solution to the problem

This is your time to let your product or service shine; it is the solution!

- Make sure to show off what makes your idea or business special.
- Highlight any unique features and benefits of your product/service, and why it's way better than anything else out there.

You want your product or service to be seen as the coolest thing on the block that everyone has to have!



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STEP 4 Add passion!

Here's the real secret sauce: passion. You've got to be excited about what you're pitching... and you need to show it! Let your enthusiasm shine through; when people see how pumped you are about your idea, they can't help but get excited too.



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STEP 5 Describe the market

Explain who your target market is, its size, and its potential for growth. You may want to also discuss how your product/service can compete with similar items already in the market.



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STEP 6 Explain your revenue model

You have already included this in your business plan. Once you've practiced summarizing it, briefly describe how your business will make money.



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STEP 7 Close with your purpose for the pitch (“the ask”)

- ☼ If you are pitching to possible clients, “the ask” will be to hire your services or buy your product.
- ☼ If you are pitching to potential investors, “the ask” will be to give you money and invest in your business.



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STEP 8 Practice, practice, practice

Just like mastering a new skill or game, pitching takes practice. Rehearse until you can do it in your sleep, but also be ready to adapt and improvise depending on who you're talking to.

Remember the keys to giving a killer pitch—grab attention, keep it simple, show off your awesomeness, bring the passion, and practice like crazy. If you nail all of these, you'll have everyone eating out of the palm of your hand!



Activity: Your two-minute pitch

It's your turn! How are you going to pitch your business? Can you make it interesting?

Remember the advice that we have presented in this lesson and work on creating a two-minute pitch for your business.

Remember!

- 1** Start with a “hook”
- 2** Explain what the problem is
- 3** Present the solution —your product or service—in a passionate way
- 4** Close with “the ask”



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Practice your pitch with your friends, classmates, or members of your family, and ask for their feedback.

Ask them:

- Was I clear enough?
- What, if anything, would you change?



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- 🌟 Did the hook grab your attention?
- 🌟 Most importantly... would you buy my service/product or invest in my business after hearing my pitch?

Do not be discouraged if their response is not completely positive the first time. Keep adapting your pitch and practicing it. With time, you'll get it perfect!



YOUR APPEARANCE AND PRESENTATION AS A BUSINESS OWNER

Let's talk about how to show up to a pitch with all the confidence of a seasoned pro. Imagine stepping onto a stage with a crowd cheering you on—confidence is key, my friend!

How to show up to the pitch (attitude and confidence)

- As an entrepreneur, you have to **believe in yourself** and what you're pitching. Deep down, you know that you've got something amazing to offer, and you're ready to shout it from the rooftops. Confidence comes from within; pump yourself up and own that stage!



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- The way that you physically present yourself can make a strong positive or negative first impression, so it's important to **dress the part**. You want to look sharp and put-together; if you look like you take yourself and your business seriously, others are more likely to as well! Dress up for the big occasion—when you look good, you feel good, and that confidence shines through.
- But here's the thing: confidence isn't about puffing out your chest and strutting around. It's about being humble and open to feedback. Remember, nobody knows everything, and there's always room to learn and grow. So, **go into your pitch with an open mind** and a willingness to listen.



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- And hey, nerves are totally normal! It's okay to feel a little anxious before a big presentation. Just **take a deep breath**, remind yourself how awesome you are, and knock 'em dead!

When it comes to showing up to a pitch, attitude is everything. Believe in yourself, dress to impress, stay humble, and don't forget to take a deep breath and smile.

You've got this!

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What to wear

Let's talk about dressing for success when it comes to pitching your business! Just as you would choose the perfect outfit for a big event—you want to look sharp and polished, but also show off your own unique style.

You want to aim for **a look that is professional and put-together**. That means ditching the ripped jeans and graphic tees in favor of something more refined. Consider dress pants and a crisp button-down shirt, or a skirt paired with a nice blouse. Step up your game to make a great first impression!

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But hey, that doesn't mean you have to blend into the crowd. Feel free to **inject a bit of your own personality** into your outfit. Consider adding a pop of color with a funky tie or a statement necklace, or rock your favorite pair of kicks with a sleek suit. The key is to feel comfortable and confident in what you're wearing.



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And **don't forget about grooming!** Make sure your hair is neat and tidy, your nails are trimmed, and you're feeling fresh and clean. It's all about looking and feeling your best so you can walk into that pitch with your head held high.

So, when it comes to dressing for a pitch, aim for a professional yet stylish look that reflects your personality. Put on your best threads, groom yourself to perfection, and go into your pitch with confidence.



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How to interact with others during your pitch

Now, let's talk about how to ace selling yourself during a business pitch! You need to show off your best self in front of a crowd, so you want to come across as confident, approachable, and totally in control.

Here are some things to keep in mind!

- Make sure to **greet everyone** with a friendly smile and a firm handshake. Think of how you say hello to your friends before diving into a fun activity—it sets a positive tone right from the start.



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- ☀ Be sure to **maintain good eye contact** throughout your pitch. It shows that you're engaged and confident in what you're saying. Consider how you behave when having a conversation with someone you trust—you want to look them in the eye and connect with them.
- ☀ When it comes to communicating, remember to **project your voice and speak clearly and confidently**. You want everyone in the room to hear what you have to say and feel inspired by your words. Think of it like delivering a passionate speech to rally your team—you want to convey your message with gusto!



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- ❁ Don't be afraid to **use your hands** to emphasize key points. However, a little gesturing can go a long way; make sure your movements are natural and not too over-the-top. Gestures should be added like seasoning to your storytelling—they provide a little extra flavor and keep things interesting.
- ❁ Be sure to **listen attentively to any questions or feedback** you receive. It shows that you value others' input and are open to collaboration. Remember, a pitch is a two-way street—you're there to share your ideas, but also to learn and grow from others' perspectives.



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So, when it comes to how you communicate your ideas during a pitch, you want to be your best self—confident, friendly, and ready to inspire. Greet everyone warmly, make eye contact, speak with conviction, use your hands to emphasize key points, and listen attentively. With these tips, you'll be sure to leave a lasting impression!



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What to say (and not say)

Now that you look the part and know how to present yourself, let's dive into what to say (and what to avoid) during your business pitch! Imagine you are crafting the perfect story—you want every word to captivate your audience and keep them hooked from start to finish.



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You have already been developing your pitch, so let's review the basics! (If you have not started crafting your pitch, go back to **Module 6 Lessons 1 and 2.**)

- Begin your pitch with a clear and compelling introduction that grabs everyone's attention. You are setting the scene for an epic adventure, so you want to draw people in and make them excited to hear more.



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- As you move through your pitch, be sure to highlight the key features and benefits of your product or service. Show off aspects that will wow your audience; explain what makes your business unique and awesome.
- Don't forget to share your vision for the future! Paint a vivid picture of where you see your business going and how you plan to get there. It's like laying out the plot for an exciting sequel—you want everyone to be on the edge of their seats, eager to hear what happens next.

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Now, let's talk about **what not to say**.

- ⦿ Avoid using too much jargon or technical language that might confuse your audience. Keep your pitch simple and easy to understand. It can help to imagine you are explaining something to a friend.



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- ⚙️ Don't oversell your product/service or make unrealistic promises. You want to build trust with your audience, not come across as desperate or insincere—you want to earn their confidence and respect for you and what you are pitching.

So, to sum it up: say what makes your business awesome, share your vision for the future, and keep it simple and honest. With these tips, you'll be sure to knock your pitch out of the park!

