Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Unit R066: Market and Pitch a Business Proposal

Task 2: Develop a pitch for your proposal

You have been asked to prepare a pitch for delivery to a decision-making panel who will decide whether or not to stock your product over rival products. In your pitch you need to include the following, with justification, where appropriate:

* Details of your product design
* Your brand identity
* Your pricing recommendation
* Your proposed promotional plan
* Any other relevant information

As this pitch is important to secure the future success of your product, you are to plan and carry out a practice pitch to support the development of the professional pitch to the panel.

**Part 1** – An explanation of the factors you must consider when planning for a pitch

**You must:**

* Explain the factors that you need to take into account when planning to deliver a pitch i.e.
  + Venue
  + Audience
  + Objectives
  + Use of appropriate media
  + Personal appearance
* Considering the need to convince your audience that your product design will be successful, produce resources/supporting materials which include:
  + Structure of pitch
  + Script for pitch
  + At least **ONE** supporting visual aid
  + Consideration of possible questions from the audience
  + Any other relevant information
* In addition you should produce any other support material that you may use (e.g. presentation, handouts, props, prompts)

CAU Checklist – Task 2 Part A

Developing my Business Pitch

Factors of a Pitch

Investigate the factors that you will need to consider for your business pitch.

|  |  |
| --- | --- |
| **Good** – Explain a range of factors that you need to consider. | **Outstanding** – Justify all factors that you need to consider. |

Prepare for your Pitch

Create a plan for the structure of your pitch.

Produce a visual aid for your pitch accompanied with a script

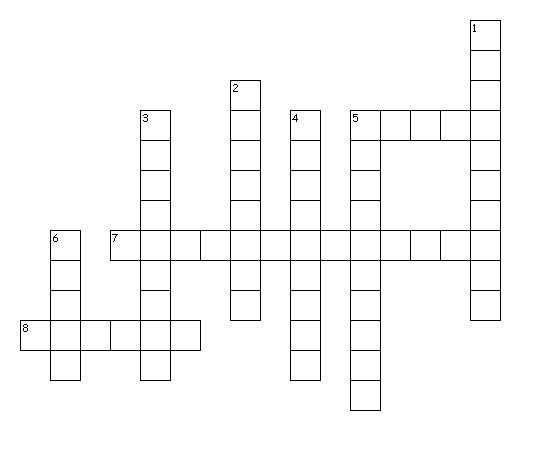
Produce additional supporting material(s)

|  |  |
| --- | --- |
| **Good** – Materials produced are mostly relevant to the audience and business proposal. | **Outstanding** – Materials produced are wholly relevant for the audience and business proposal. |

Anticipate questions by the panel.

|  |  |
| --- | --- |
| **Good** – Responses to a few (3-4) possible questions are planned for. | **Outstanding** – Responses to a range (5+) of possible questions are comprehensive, considered and well planned for. |

DNA - Buisness Pitch Key Terms



Across

5. Where the pitch takes place

7. To show how a product works

8. Communication using words

Down

1. How you look

2. Who you are presenting too

3. Communication without using words

4. Audience may ask you these

5. Used to help during the pitch

6. Used to help deliver the pitch

Factors of A Pitch

Watch the episode of Dragons Den. Write down your observations.

|  |  |
| --- | --- |
| Venue | Consider: equipment, room layout, size |
| Objectives | What is the purpose of the pitch? |
| Audience | Who is the pitch aimed at?  Who is the product aimed at? |
| Personal appearance | How are they dressed? |
| Structure of pitch | What are the different phases of the pitch? (Beginning, Middle, End) |
| Visual Aids | Consider: Presentation Software, video, demonstrations |
| Verbal Skills | Consider: Clarity, tone, projection, formal/informal language |
| Non-Verbal Skills | Consider: Body language, posture, eye contact, confidence, gestures |
| Questioning | What questions were asked. |
| Any other observations? |  |

Structure of the Pitch

Presentation Plan

Your brand identity

Your pricing recommendation

Any other relevant information

**Your brand identity**

Your proposed promotional plan

Details of your product design

Preparing your Pitch

What materials are you going to produce to prepare for your pitch?

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Possible Questions

Research 5 questions that you may be asked at the pitch with a response.

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