

<b>LEVEL</b>	2
<b>LEARNING OUTCOME</b>	L04 The student can generate, develop and test sustainability-driven business ideas and opportunities
<b>SPECIFIC LEARNING OUTCOME</b>	The Student can present their sustainability-driven business ideas and opportunities
<b>KEYWORDS</b>	Business ideas, pitching, presenting
<b>INTRODUCTION</b>	<p>These learning materials can be used by students to help them prepare to pitch their business idea to potentials clients and investors or other panels.</p> <ol style="list-style-type: none"> <li>1. We have produced a simple a factsheet that can be shared to students. The factsheet covers an introduction to pitching a business idea, the main points they need to cover.</li> <li>2. This introduction is underpinned by a series of example videos that can be viewed in addition.</li> </ol>
<b>HOW TO WORK WITH THIS MATERIAL</b>	<ol style="list-style-type: none"> <li>1. Students should read the factsheet and watch the videos first.</li> <li>2. Then individually or in groups they should work on the pitch using the structures and tips in the lesson material.</li> <li>3. In addition, there is a factsheet and worksheet to perfect the perfect elevator pitch. This is optional but can be used as an exercisce and prepares the presenter to produce a 40 second pitch.</li> </ol> <p>Videos about the steps you need to take and consider when pitching your business:</p> <ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=38v6cDzxpUg">https://www.youtube.com/watch?v=38v6cDzxpUg</a>: How to Pitch a Business Plan That Convinces Your Critics, 6 minutes</li> <li>• <a href="#">The 6 Steps to PITCH Your Idea - YouTube</a>, 9 minutes</li> <li>• Elevator Pitch factsheet and worksheet: On the SdE menu. The factsheet explains what is important when preparing an elevator pitch and the worksheets helps the students to prepare their own in stages.</li> </ul>
<b>TIMING</b>	approx. 2-3 hours

## 4.3 The Student can present their sustainability-driven business ideas and opportunities

### Factsheet - Pitching your business idea

If you want to raise money for a start up business, you'll need to know how to pitch your business idea so you can attract investors into funding your company.

All business owners need to be able to pitch, whether it's to potential customers or to investors and banks to raise money for your new business start-up. Made popular by shows such as the BBC's Dragon's Den, pitching might appear to require a brilliant, innovative business idea with the potential to make millions in the first year, but the reality is quite different.

Serious business investors are looking for realistic business plans and ideas when it comes to funding new businesses. If you've a great business idea, making sure you've a killer pitch to match will make it easier to raise money for your start-up. Here are **our tips** for pitching your business idea to investors.

#### Create an elevator pitch

Make sure that you can sum up your business idea in a way that's easy to understand. Imagine you have 30 seconds to describe your business, then sum up what it does, why it exists and what's unique about it. If business investors cannot easily understand your business idea, then they won't have confidence that your customers will get it either. Practice talking about your idea in just 30 seconds. If asked, you can then expand on the why, what and how of your business idea.

#### Show small business idea experience

Real-world experience coupled with a capable management team is likely to inspire investor confidence when pitching your business idea. Back up all the parts of your idea with two important confidence-building details:

- **Business evidence**

Show evidence of cash flow; a track record with customers; testimonials and any market research you've carried out. Investors are likely to fund a company that has evidence of its ability to trade.

- **Show your experience**

Demonstrate that your business is in capable hands with an experienced management team that knows the market and has experience running or working in similar businesses. Skills such as accounting, marketing, sales and operations are important to show in your CV or that of your team if you have one.



## Demonstrate realistic forecasts

Don't pitch your business idea as a get-rich-quick scheme. Sensible investors won't have confidence you can deliver on ambitious multi-million-pound revenue and profit forecasts. Instead, demonstrate realistic revenue growth and include three possible outcomes - worse case, medium or expected case, and best case in terms of revenue. Ensure you provide evidence for your forecasts, such as market data and competitor analysis, and explain clearly the assumptions you've made in arriving at your revenue forecasts.

## Keep start-up costs low

Don't get carried away with unrealistic costs when trying to raise funds for a business idea. Wise investors are looking for a new business that has a tight rein on costs and an overall focus on cost control. Avoid awarding yourself a large salary, and keep capital expenditure to a minimum - buy cheap PCs or laptops rather than the latest models with expensive features you don't really need, for example. Be sure to factor in a financial buffer in marketing and operational budgets, but otherwise keep your costs as low as possible.

## Crawl before running

Showing that you can deliver the goods is attractive to would-be investors. Before trying to secure funds for a large operation, show you can manufacture on a smaller scale first, or that you can deliver your services to a small number of regular customers. Success breeds confidence, and if you've shown you can deliver then you're more likely to secure funding to expand your business further.

### For more practical tips:

Watch these videos:

[The 6 Steps to PITCH Your Idea - YouTube](#) a video with consideration what to include in your pitch and how to come across, (9 mins)

**How to Pitch a Business Plan That Convinces Your Critics, (7mins)**

<https://www.youtube.com/watch?v=38v6cDzxpUg> - a videos about an organic soap company preparing for their pitch.



## The Elevator Pitch - a must for any (new) business owner

As an entrepreneur you will need to be prepared to take every opportunity to gain interest in your start-up from potential customers, investors, or associates. Important contacts can be made in many situations: during formal meetings, at networking events, at trade shows, on the phone or during chance encounters.

### What is an Elevator Pitch?

An "Elevator Pitch" is a concise, carefully planned, well-practiced and easily understood description about your company that you can present in about 45-60 seconds (yes, the length of a ride in an elevator!). Originating from investor meetings it is now widely used and helps you to promote your business in a professional way without being too long-winded or lost for words.... It is not a sales pitch but should tickle people's interest to find out more.

### Six Steps to create your Elevator Pitch

1. Introduce yourself
2. Briefly describe what it is you do or sell. Do not go into detail.
3. Describe who you aim your product or service at.
4. Who is behind the company? Tell them a bit about yourself that is relevant and related to your business such as expert knowledge or experience.
5. What is your competitive advantage? USP? You need to effectively communicate how your company and products are different and why you have an advantage over the competition. Do you offer a better distribution channel? Is your product longer lasting? What makes your service so special? What makes you different?
6. Build in your 'call to action'. Give the audience information about where they can find out more about your business, i.e. business card, leaflet, website address

### Communication tips

Whilst you are preparing your pitch, bear the following points in mind...

- Make sure you adjust your elevator pitch to the audience and circumstances. Speak to the mind of the audience or person you speak to. A networking meeting of Rotary Club members requires a different approach compared to a trade buyer encounter. What interests them? What would be the benefit to them?
- Your pitch should last no longer than 60 seconds and be to the point.
- Make sure your passion for what you do comes through.
- If you are a bit worried, just practice your elevator pitch to colleagues, family and friends or in front of the mirror!
- Relax and be yourself.



## Elevator Pitch Practice Work Sheet

1. Introduce yourself

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2. Briefly describe what it is you do or sell. Do not go into detail.

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3. Describe who you aim your product or service at.

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4. Who is behind the company? Tell them a bit about yourself that is relevant and related to your business such as expert knowledge or experience.

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5. What is your competitive advantage? USP? You need to effectively communicate how your company and products are different and why you have an advantage over the competition. Do you offer a better distribution channel? Is your product longer lasting? What makes your service so special? What makes you different?

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