

3 Minute Pitch Run Sheet

You may use this run sheet as a prompt when delivering your electronic presentation in front of the camera.

COVER	Business Name	Introduce your business name.
SLIDE 1	Introduce yourself	You need to include: <ul style="list-style-type: none"> What is your team name? Who are your team members? What is your business?
SLIDE 2	Problem Statement	Explain the problem you are solving here. <i>For example: We know this is a real problem because...</i>
SLIDE 3	Solution	Introduce your business idea here and how this solves the problem. <i>Don't forget to discuss your website/social media.</i>
SLIDE 4	The Product	Show a visual or prototype of your business idea.
SLIDE 5	How does it work?	Explain in detail how your business idea works.
SLIDE 6	The Facts	Include information about the following: <ul style="list-style-type: none"> Market Research Industry Competitors (How do you rate against your competitors?) How can your business improve on what they have to offer?)
SLIDE 7	How do you make money?	Include: <ul style="list-style-type: none"> Start-up costs Cost price and sale price (How will you set prices for your products or services?) Business budget (projected profit/loss) Key milestones
SLIDE 8	Your Market	Explain your target audience: <ul style="list-style-type: none"> Who are you selling to? Why would they buy your product or service over others? How do you intend to attract customers?
SLIDE 9	Conclusion	Include your call to action What is the final message you want your audience to walk away with? <i>For example: You should give us start-up capital because...</i>