

Guidelines for Submission

1. Pitch Presentation

- - Create a PowerPoint presentation (12-14 slides).
- - Work out an example based on your entrepreneurial idea.

2. Coverage of Concepts

- - Cover only the required concepts. Extra coverage of *either* Business Model Canvas *or* Marketing Mix (DON'T DO BOTH !) for a higher grade.



Business Pitch Assignment (cont'd.)

9. Branding and Promotion (2 slides)

- - Prepare a descriptive concept for your brand, including the visual theme.
- - Present an integrated marketing communication concept, including using individual Internet influencers, to drive your sales and build your brand.

(Extra content for a higher grade):

10. Prepare *either* a Business Model Canvas, *or* a Marketing Mix proposal for your business idea (2 extra slides).

Business Pitch Assignment (cont'd.)

7. Marketing Strategy (1 slide)

- - Apply Porter's framework: Low costs vs. differentiation, market size focus (entire market vs. focusing).

8. Marketing Goals (1 slide)

- - Formulate at least 3 (three) clear, measurable marketing objectives, using SMART framework.

Business Pitch Assignment (cont'd.)

5. Competitor and Industry Analysis (1 slide)

- - Identify key competitors and market trends.
- - Analyze strengths and weaknesses of competitors.

6. SWOT Analysis (1 slide)

- - Assess your company's internal strengths and weaknesses and compare to external opportunities and threats.

Business Pitch Assignment (cont'd.)

3. Vision and Mission Statements (1 slide)

- - Vision: Long-term aspirations for your company.
- - Mission: Purpose and approach to achieving the vision.

4. Customer Value Proposition (2 slides)

- - Highlight customer pains, gains & company value proposition.

Key Components of the Business Pitch

1. Business Idea Brief (1 slide)

- - Please, briefly describe your business idea and why it should work (pitch me).

2. Ownership and Legal Form (1 slide)

- - Decide the company's legal structure (e.g., sole proprietorship, LLC).

2. Customer Analysis (1 slide)

- - Identify target customers and their needs.

Student Assignment: Business Pitch Development

Objective:

- - Develop a comprehensive business pitch for investors using all key concepts learned.

Focus:

- - Apply theoretical knowledge to your entrepreneurial idea.
- - Demonstrate understanding of business concepts and their practical application.

