

(18.11.2020) Making a business pitch

1. We will start this class with some revision of conditional sentences, type III.

- Please refer to **U 6 pdf file** and complete **Practice, p. 64** with the correct forms of the verbs in brackets. You will need to use negative forms as well as “could” and “might” instead of “would” in some sentences. Write your answers in **Quiz 1**.

2. Pitching a business idea (wiki two-week project)

- Refer to **the U 6 pdf file** again and study the notes at the top of **p. 66** to find out details about pitching.
- Make sure these are clear to you:
 - what a pitch is and what people/audience you make it to
 - what a “sales pitch” objective is
 - what advice/tips are given about a successful pitch
- Do **Ex. 1, p. 66** and write your answers in **Quiz 2: write a, b, c etc. in the quiz boxes**.
- **Here is a short summary of a business pitch.**

A business **pitch** is a presentation of a business idea by one or more people to a potential investor or group of investors.

The goal of a business pitch is to find an investor to move forward with a business plan, to continue with an already established business or venture or find potential customers to sell their product.

A pitch needs to be short and concise. It has to get to the heart of the matter quickly in order to keep investors from losing interest or thinking there’s no point to the presentation.

A pitch:

1. **presents the solution to a problem (offers a new or improved product or service),**
2. **gives details of your solution with all its advantages and innovations,**
3. **includes other important details like what your competitive advantage is and why your team is the best for the job.**

- Before you work further on pitching, **watch these two clips** for more information and inspiration.

<https://www.youtube.com/watch?v=w28idSfNBnc> (How to pitch your business in 60 seconds)

<https://www.youtube.com/watch?v=P2LwuF7zn9c> (How to start a pitch or presentation)

3. Listening comprehension

- **Listen to two business pitches (Track 15 and Track 17) and fill in the blanks with the words that you hear. Write your answers in Quiz 3.**

Pitch 1

1. Stan is trying to get an investment of **50 000 euros**
2. When he was a child, he played a lot of **football**
3. The irritating problem then was that the ball was always going over **fences and walls**
4. If there was a **small kid** in the group, he was sent to bring the ball.
5. The solution that Stan is presenting is called the **Football Retriever**.

Pitch 2

1. Mark Wilson is demonstrating the **Aqua Roll**.
2. In some regions, people have to walk over 3 km to reach **clean drinking water**.
3. This involves carrying **heavy containers** with water.
4. An ideal solution for these regions would be to have **running water** or easy access to a well nearby.
5. As the above is not possible, he invented a large plastic container which can be folded so that it is **easy to carry** when it is empty.
6. Attached to the container are **three strong wheels** and a handle.
7. The container comes in two versions. The small one holds **10 litres**.

8. The large one holds 20 litres.
9. The product is made of recycled materials.
10. Three international charities have already been interested in his invention.

4. Make your own pitch (a two-week wiki project)

- **Work in pairs and one group of three students.** Choose one of the attached wikis to post your work.
- Your task is to **prepare a pitch to sell your idea.** Please, refer to **the Pitch worthy ideas pdf file** and choose one that you would like to collect funds to develop.
- In your pitch, **include the three points highlighted in point 2 of this file.**
- Following one of the clips presenters' advice, **try to begin in an interesting, catchy, unconventional, original way** to grab the readers'/listeners' attention.
- You are not expected to use special language for pitching but **make sure your project is written with correct grammar and spelling as I am going to grade your work.**
- **Do not forget to sign your work.**

**5. The deadline for this work (except the wiki) is: 25.11.2020, time: 22.00.
The deadline for the wiki is 1.12.2020, time: 22.00.**