ENTREPRENEURIAL

# PITCH

COMPONENTS

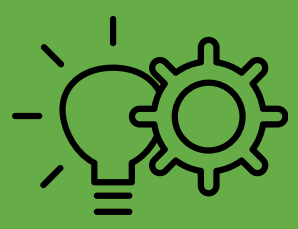
## 1. PROBLEM

What is the problem you are trying to solve?

Personalize this if possible - *How did the problem affect you personally?*

## 2. SOLUTION

What is your solution?
Why is it better than other options?
How will your product/service be used?
How will your product/service solve or lessen the problem?



## 3. PRODUCT/SERVICE

Explain the product or service, including key features and functionality.

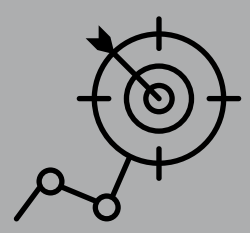
Does the product or service create a positive impact? How?

Explain the product development roadmap.

## 4. TARGET MARKET

Consider the following when determining your target market:

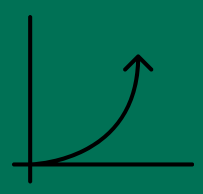
- Needs your product/service meet
- Who has those needs?
- Demographics or characteristics of your potential customer



## 5. COMPETITION

Consider creating a diagram that shows your competitors -include how you compare to them.

Be sure to show or state how your product/service is unique or what makes it different/superior to your competitors.



## 6. BUSINESS MODEL

This is your plan for making a profit.

Includes your product/service, target market(s) and anticipated expenses.

*Examples include: retailers, manufacturers, fee-for-service*

## 7. MARKETING PLAN

Tell your audience exactly what you plan to do for them, and how you plan to achieve it. Make sure to quantify your results so that they can see the true value in your service.

## 8. RESOURCES

To what extent did the team explain how local resources (people, capital, infrastructure) could be leveraged?

CFES BRILLIANT PATHWAYS™