

The number one goal of a pitch is to get the right people interested about your business idea. In this case, your team will need to impress a panel of 8AIL teachers and prove that your business is worth investing in.

Behind every successful business lies an incredible amount of

planning and preparation.

Your pitch will need to demonstrate that as a team, you have considered a range of factors that will influence whether the product receives funding and is successful.

You will have just 2min to pitch your idea to the panel.

You must answer the following questions:

1. Who are you? Introduce your team.

2. What is the product?

3. Why did your team choose the product?

4. How long will it take you to create?

5. What resources will you require?

6. How much will it cost per unit? How much do you plan on selling it for? (Provide us with your spreadsheet)

6. Why do you think your product will sell?

7. What competition may you face? How will you overcome this?

Along with your pitch, you will need to show the panel a prototype or draft of your potential product.

Don’t forget – you need to sell your product to the panel. Be enthusiastic!

The panel will provide you with feedback and let you know if you have been successful in securing funding.

Due dates: Pitch completed by Friday 23rd September

School Market – lunchtime Friday 4th November

Woodside Market – Saturday 19th November