

## **Business Pitch Guidelines**

Your business pitch should/could include the following elements. It's important to keep it short (2-3 minutes) and make it sharp!

- **Company Purpose**
  - Define the company/business in a single declarative sentence.
- **Problem**
  - Describe the pain/problem of the customer (or the customer's customer).
  - Outline how the customer addresses the issue today.
- **Solution**
  - Demonstrate your company's value proposition to make the customer's life better.
  - Provide cases.
- **Why Now?**
  - Define recent trends that make your solution possible.
- **Market Size**
  - Identify/profile the customer you cater to.
  - How big is the market
  - Who will be your first customer
- **Team**
  - Show why your teams has the rights skills to turn this into a success!