

Practicing Your Perfect Pitch

Having the perfect pitch is a key component to getting funding, building a better management team, and creating a sustainable model. Whether you're looking for funding or providing funding, knowing what a great pitch sounds like will change how you approach building a project.

Remember the ten key components:

- The Attention Getting Statement
- Mass Market Focus
- Identify the Problem you Solve
- Know Your Numbers
- Have a Unique Approach
- Demonstrating a Transformation
- Be Visually Oriented
- Introduce your Team and Management
- Have Better Testimonials
- Gain Celebrity Appeal

How to Practice the Pitch:

Pitches should be no longer than 3 minutes in length. They should cover each of the components listed above, as well as unique information about your project or company.

When practicing with your group, ask for the following feedback:

- What did you do well?
- What do you need to improve?
- What should you add or remove?

Pitches should be practiced no less than five times within your groups before demonstrating on stage with Loral and Kevin.