

Business Startup Badge**Pitch It!****PITCH IT!**

Consider your audience and what is important to them. Include information that will respond to their wants and needs. Not every pitch will have the outcome you want. It's important to learn what went well in the pitch and what can be improved.

- 1 Introduce yourself and tell your story.
- 2 Explain the problem your product, service, or technology solves.
- 3 Show your product and what it does.
- 4 Share the main points of your business plan.
- 5 Make a clear call to action—state the results you want from this pitch. (Maybe you're looking for customers to buy your product or investors to help fund the business, for example.)
- 6 Hold a question-and-answer session at the end.