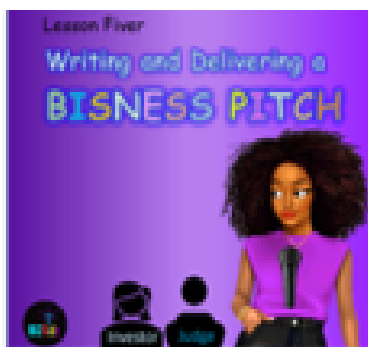


Lesson Five Discussion

Writing and Delivering a Business Pitch

Review the following information to help you understand how to effectively write and deliver a professional business pitch.



A business pitch is a speech you can deliver to promote your business. Writing and delivering an effective business pitch is a great way to introduce your business to others. Practice writing and delivering a 4-5-minute business pitch to persuade your family, friends, and potential investors why your business idea is a great one.

Meet Serenity...

Serenity loves eating healthy snacks and treats. After sharing her home-made treats with her friends, she found that they loved her healthy treats. As a result, Denai decided to start Denai's Healthy SWEET TrEATs, a business that sells homemade healthy cupcakes and other treats.

But Denai has one concern. She gets incredibly nervous when speaking about her treats in front of groups of people. What steps can Serenity take before, during, and after giving a business pitch speech help her from getting nervous? What steps would you take? What steps would you take to write and deliver a 4-5-minute business pitch?

Here are some **FREE** business pitch resources:

Free Activity: Pitch Game

<https://venturelab.org/free-activity-pitch-entrepreneurship-game/>

Five Lessons Kids Can Teach You About Pitching Your Startup

<https://www.fastcompany.com/3062513/five-lessons-kids-can-teach-you-about-pitching-your-startup>