

## ANALYZE: 4 Elevator Pitches

When spreading the word about your business or asking people for money, it's important to have a pitch that succinctly tells potential investors or partners what you're doing and why they should join you.

### **PART I: Analyze Pitches**

When investors are considering investing money in businesses, they listen to many pitches. Now it's your turn to be an investor!

1. Watch the pitches listed below and complete the middle 2 columns to evaluate each pitch (explain what each pitch did well and how they could improve).
2. Use the strategies from the video [Six Tips for Putting Together a Great Elevator Pitch](#) to make your evaluations: keep it short, solve a problem, practice, use an analogy, read the crowd, and make it personal.
3. Pretend you have \$20,000 to invest. Once you've watched all the pitches, decide which businesses you will invest in. Complete the last column of the table by indicating how much you want to invest in each business. (You may invest in 1 business, or multiple businesses and split the money up however you'd like)

Pitch	Product	Evaluation of Pitch	How Much Will I Invest?
<a href="#">College Supply</a>			
<a href="#">Sink 2.0</a>			
<a href="#">Hot Seat</a>			
<a href="#">Shake-N-Bait</a>			

4. Explain your rationale for how you decided to invest.

**PART II: Share with a Partner**

With a classmate, discuss and explain your answers to the table above.

- 4. How did your funding decisions differ?

- 5. What is something that your partner considered that you didn't? Is it something you'd consider in the future? Why or why not?