- A business pitch is a 5 – 10 minutes presentation video and your presentation is added by brief slide presentation in the background.

- It is delivered by startup founders to potential investors. One or two presenters are allowed.

- Slide presentation should be simple with clear picture/graphics and not with wordy slide. / and should not be more than 5 slides.

Procedure

1. Make a script and practice. Refer to No 2 for script contents.

2. The presentation should comprise of the following. No need to show your product physically, but it is enough to show the picture in the slide.

   • Firstly, reveal your name/names, subject code, and ‘company name’

   • Problem: Show a problem to solve, ideally one that investors will understand immediately, and relate to. (slide no 1)

   • Solution: How is your startup going to solve that problem? What do you do? Ideally, the solution is something investors will also understand and relate to. And there is a good image to show. (slide no 2 and 3, show your product)

   • Market potential: How many people/buyers have the problem and how much is the solution worth?

   • How your product works. (slide no 4)

   • Expected, unit of production, sales growth and profit.

- Proposal - how much do you seek for funding. (slide no 5)

3. Presenter - only one or two will appear on the screen. Your dressing is important. You need to stand in front the camera, look into the camera, remember you lines, while an assistant will help to manage the slide.

4. The focus of the video must be on the presenters, with the background slide.

5. Submission- submit your video to this facebook. bunga bunga. (make friend’s request, by stating your student id no.)