



ELEMENTS OF A PITCH

1. An attention-grabbing introduction
2. The problem and your solution
3. The 5 W's (Who, What, Where, When, Why) & How
4. An overview of your competitors

Are you communicating your business idea clearly and concisely?

LOAN: A sum of money that is borrowed for a period of time and must be paid back with interest

GRANT: A sum of money given by an organization, which does not need to be paid back

ELEVATOR PITCH: A brief, persuasive speech to explain your business and spark interest

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