



*Developing Your*  
**PITCH**

**DESCRIBE YOUR BUSINESS IDEA IN A 60-SECOND VIDEO PITCH.**

An attention-grabbing introduction:

The problem and your solution:

**The 5 W's & How:**

Who is your customer? \_\_\_\_\_

What does your business do? \_\_\_\_\_

Where is it located? \_\_\_\_\_

When will it be open? \_\_\_\_\_

Why do you need the prize money? \_\_\_\_\_

How will you succeed? \_\_\_\_\_

An overview of your competitors:

A memorable closing statement: