

6 Questions for Preparing Your Fast Pitch

Entrepreneurs – can you present your business idea in THREE MINUTES OR LESS?

Your verbal presentation should open with a hook that captures attention and includes answers to the following six questions:

1. What is your technology, product or service? How will you produce it? How soon can you produce it?
2. What is your target market? How will you reach them?
3. What is your business model?
4. Who is your competition? What does your competitor have that you can leverage [TT]?
5. What is your competitive advantage?
6. Who is on your team?