

# Practice 1

In groups (maximum 3 students), choose an existing product/service in the market and elaborate a report "elevator pitch" (see example "Rightline Gear Moki Door Step" in the references).

In this report you need to highlight the most important aspects of the chosen product/service, existing products or services that consumers use up to now, possible ways of funding and some theoretical projections about future profitability.

Basic references:

- Example "a good" elevator Pitch: "Rightline Gear Moki Door Step"

- Pitch in Shark Tank S10E9

- Davis, D. (2019, 7 January) Moki Door Step inventor with ties to Asheville Company to appear on ABC's "Shark Tank". Retrieved from <https://eu.citizen-times.com/story/news/local/2019/01/03/moki-door-step-shark-tank-rightline-gear-loran-evans-mark-cuban-lori-greiner-kevin-o-leary-asheville/2470892002/>