Would you like a personal experience with the wedding planner for your personal event? I would like to give my sister’s start up business a website platform. This site will contain information about Swatch Events and their services and make it appealing through the personalness. The site will provide potential clients with a good understanding of my sister and the effort she will put into her services. The website will give this brand-new company a professional and clean look that instils trust in the clients. There will be ways to contact the business and to select their services.

Feedback: I talked to my brother about the idea he thought it would be cool to do that for my sister and he had the idea that the main page should be simple and have good pictures or weddings and events.

I gave the elevator pitch to my sister (not the website one) and she thought that the idea was good, but she asked me about what would make it so special to do Swatch events compared to another company.

I gave the elevator pitch to one of my roommates, he thought I should be more specific on what my three pages should contain.