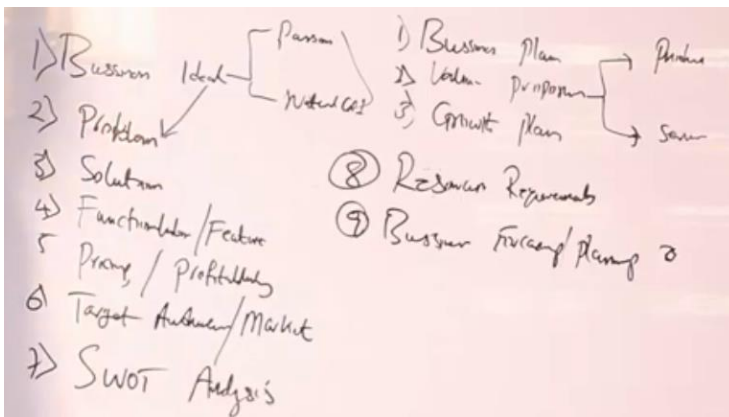
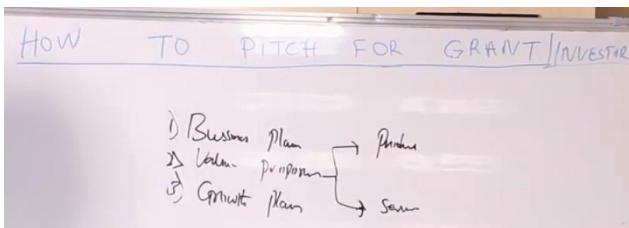




ELEVATOR PITCH - HOW TO SELL YOURSELF AND BUSINESS IN 60 MINS one key factor in a successful business is your ability to smartly know how to sell yourself and your business ideas, Pitching is simply a process of presenting your business idea to potential investors. Elevator pitch is an act to convince an investor to support your business with fund for 2 two reasons to startup or either to expand. Elevator pitch is very vital to attracting investors and raise seed capital for your business, A good business pitch covers 3 major aspect:

1. Overview of your business plan
2. Overview of your Value proposition (Product/Service)
3. Overview of your Growth Plan & Revenue stream

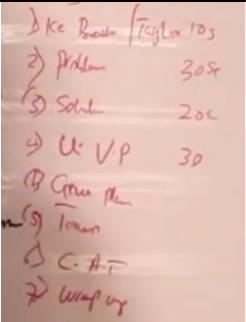
HOW TO PITCH YOUR BUINESS FOR GRANTS AND TO INVESTORS



9 Elements for your business pitching session:

1. Business Idea	6. Target Audience/Market
2. Problem being solved	7. SWOT Analysis
3. Solution Proposed	8. Resources Requirements
4. Functionalities/Features of your solution	9. Business Forecasting/Planning
5. Pricing/Profitability Projections	10.

How do you present the 9 points above within 60 secs – 4 minutes:

	<ol style="list-style-type: none"> 1. Use an Ice Breaker/Tag line (10 secs) 2. Problem being solved (30 secs) 3. Solution being offered (20 secs) 4. Your Unique Value Proposition (30 secs) 5. Growth Plan, based on what you already did 	<ol style="list-style-type: none"> 6. Your Team and their roles () 7. Call to Action you want from the investor clearly & explicitly in cash amount () 8. Wrap it Up ()
---	---	--

