

Dragon's Den Presentation Pitches

Levi Roots

<http://www.bbc.co.uk/learningzone/clips/the-dragons-invest-50-000-in-levi-roots-reggae-reggae-sauce/11142.html>

Analyse what makes this a good pitch.

Levi's pitch (2minutes 36seconds)

"I'm looking for £50,000 for 20% in my Reggae Reggae sauce. I have been in the music business for over 30 years. I am a producer, singer, songwriter and a chef. For 15 of those years I have been doing the Notting Hill Carnival, supplying most of the stalls with my secret recipe sauce I entitled "Reggae Reggae sauce". So without further ado I would like to invite you to have a look. Right, the sauce, what is the sauce? Reggae Reggae sauce is a hot to mild jerk bbq sauce. It replaces the traditional tomato ketchup and hot pepper sauce. Tomato sauce is boring, no flavour just tomato. Hot pepper sauce is too hot, no flavour, it ruins your food. With Reggae Reggae sauce it retains the flavour of the food: the garlic, the peppers, the coriander and all the herbs and spices that we put in it. For 15 years we have been marketing the sauce at the Notting Hill Carnival. As far as marketing goes I think 15 years is enough time for us to launch it. I have a very nice order from a meat company in Yorkshire. Wait for it 2.5 million litres of Reggae Reggae sauce as their first order. We have just shaken hands on the deal. I have had a nice letter from which I have with me. We have to do now is to get production up to standard. Any questions?"

Patrick and Tim (2 minute pitch)

<http://www.youtube.com/watch?v=sWaMyil9zto>

Now watch Patrick and Tim

"Good afternoon, my name is Patrick and this is my colleague, Tim. We are here today to ask for £75,000 of investment for 15%. The Odour Buster is an extractor system which draws the air from within the bowl taking it directly out of the waste. So that any odours that occur from within the bowl do not come into the room. As you approach the toilet the sensor picks up the movement which starts the fan which draws the air very gradually underneath the rim, through the waterways, straight into the water. So when you flush the toilet the water passes through, touches the sensor and cuts the fan out. So it's only working while you are using the toilet. It complies with building regs so if you want to put one of our units into a cloakroom there's no need for any form of ventilation. That brings us onto the new Universal which does the exact same thing but for the commercial market. Tim so we are thinking about what the market is for this particular product. We are not sure that the commercial number of toilets is but I do know that Wembley Stadium alone has got 2,600. The product itself removes the need for traditional ventilation systems such as extractor fans, and that usually requires in the building process quite a lot of extra ducting so that disappears. This requires very little, if no maintenance at all so we think for pubs, clubs, restaurants, care homes this could be a great product. Any questions?"

Analyse:

Content of Pitch

Smoothness of Pitch

Structure of Pitch

Style of Delivery

Clarity & Mannerisms

Answers to Questions

Overall Professionalism