

# Pitch Planning Workbook

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This workbook is designed to help you organize your ideas and prepare a strong pitch. Use it as your guide while planning, and bring it with you when you practice.

## 1. Problem (The Why)

What issue are you solving? Why should people care?

- What problem exists?
- Who experiences this problem?
- Why is this problem important to solve now?

## 2. Solution (The What)

What is your product or service, and how does it solve the problem?

- My solution is:

- How it works:

- Why it's better than what exists now:

### **3. My Brand & Identity**

- Business/Product Name Ideas:

- Tagline (catchy phrase):

- Mission:

- Logo/Brand Design Ideas (sketch here):

#### **4. Target Market (The Who)**

Who are your customers, and how will you reach them?

- My ideal customer is:
- Their age, interests, or needs:
- How many people are in this market?
- Where I will sell (online, storefront, event, etc.):

#### **5. Competition (Standing Out)**

Who else is solving this problem, and how are you different?

- My top 2–3 competitors are:
- What they do well:

- What they don't do well:

- How I stand out:

## **6. Research & Data Support**

Show proof your idea could work.

- What data/research supports my idea?

- Surveys, examples, or facts I found:

- Any customer feedback or testing I've done:

## **7. Business Model (How I Make Money)**

How will your business operate and earn revenue?

- I will sell my product/service by:

- My sales channels (online store, direct sales, subscription, etc.):

- Partnerships or collaborations:

## 8. Costs & Financials (The Numbers)

Be realistic about money.

- Start-up costs (what I need to begin):
  
  
  
  
  
  
  
  
  
  
- Cost to make/provide product/service (per unit):
  
  
  
  
  
  
  
  
  
  
- Price I will charge:
  
  
  
  
  
  
  
  
  
  
- Estimated profit per unit:
  
  
  
  
  
  
  
  
  
  
- Projected sales (per week/month):
  
  
  
  
  
  
  
  
  
  
- Other expenses (marketing, equipment, supplies):
  
  
  
  
  
  
  
  
  
  
- What I am asking the sharks for:

## 9. Marketing Plan (Reaching My Audience)

How will you spread the word?

- Social media I will use:
- Traditional methods (flyers, events, ads):
- Creative/inspiring marketing idea:

## 10. Moving Forward (Growth Plan)

What comes next if your idea succeeds?

- In 6 months, I will:
- In 1 year, I will:
- Long-term vision (2–3 years):

## 11. Delivering My Pitch

- Hook (story or anecdote):
- Key message I want my audience to remember:
- Closing statement:

## 12. Practice Q&A

Think ahead about what the sharks or audience might ask. Write down your best answers.

- Question I might get:

Answer:

- Question I might get:

Answer:

- Question I might get:

Answer: