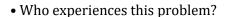
Pitch Planning Workbook

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?



• 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:
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• How I stand out:

6. Research & Data Support Show proof your idea could work.

Snow proof your idea could work.
• What data/research supports my idea?
• Surveys, examples, or facts I found:
• Surveys, examples, or facts fround.
• 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?

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: