WRITING MY PITCH

1. Introduce yourself tell us about your background in design/production.
2. When did you first have an idea for your product.
3. What is it called and what is it`s purpose.
4. Did you make a prototype? Did it need to be adapted?
5. When did you first produce it? What did it cost
6. What is it`s USP? (Unique selling point)
7. Who is your target audience, age range, male or female?
8. How much do you wish the Dragons to invest and what will they gain from it? A percentage of your business or interest on their investment.
9. What will that money be used for? Ie. Premises, machinery, labour.
10. Once the product is made on a bigger scale how much will it retail for?
11. Where will it sell? Stores, supermarkets, online?
12. What you predict it will make in the next year, 5 years and on?

DELIVERING YOUR PITCH

Once you have written it you need to learn it, you cannot read it as you need to make eye contact and engage the audience. You can write a list of prompts but learning it will get the best marks. If possible make a mock-up of your products packaging to use, a powerpoint or video of your product in use. Your voice projection, tone and pace and very important. GOOD LUCK