

## Unidade 2 - Aprofundamento

# Pitching an Idea



## THE PERFECT PITCH

- Concise and interesting
- Have a personal anecdote
- Be enthusiastic
- Communicate your goals
- Know exactly what you need
- Leave with action plan



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## BEFORE YOU PITCH

- Practice your “elevator pitch”
- Know your customers
- Understand the market
- Determine your revenue
- Know the person you’re meeting

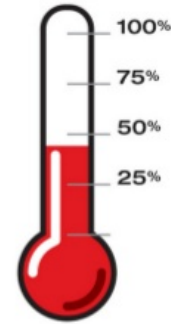


Photo by flickr user  
Ambrewskins



**Clarity:**  
Be clear and concise to maintain attention



**Simplicity:**  
Drop the jargon – speak to be understood



**Passion:**  
Show enthusiasm and engage your “audience”



**Practice:**  
Perfection comes from practice and feedback

# Exercises

## Describing an idea

Choose one or more suitable adjectives to describe each of the ideas below.

crazy

creative

radical

risky

sensible

stupid

1. "Let's design and sell special gloves for eating ice-cream." \_\_\_\_\_
2. "Let's build a search engine to compete with Google." \_\_\_\_\_
3. "We should delegate certain tasks to the secretary in order to focus on the important issues."  
\_\_\_\_\_
4. "Let's completely stop advertising and try to reach new clients through our company blog."  
\_\_\_\_\_
5. "Why don't we borrow \$100,000 from the bank and invest in the stock market." \_\_\_\_\_
6. "Instead of throwing away all this extra fabric, why don't we use it to make handbags for women?"  
\_\_\_\_\_

# Answer Key

## Describing an idea

Possible answers:

1. stupid
2. crazy, stupid
3. sensible
4. radical, risky
5. risky
6. creative, sensible