
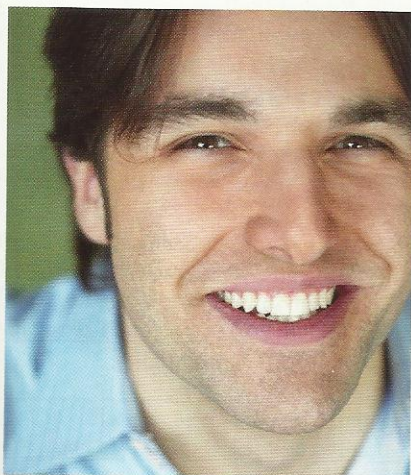


- 4 What information can you already fill in on the executive summary template?

Listening

- 5  2:17 Two days later, Kate and Luis meet at the restaurant. Listen to their conversation and make notes to complete the rest of the template.

Business name: _____
 Outline: _____
 Target customers: _____
 Core products and services: _____
 Management team: _____
 Keys to success: _____
 Financial summary: _____
 Mission: _____




Preparation

- 6 Work in threes. Play the roles of Kate, Luis and Mario. Read the extract from the rules and, using the information on the template, prepare your pitch for the competition.

- Pitches must be a maximum of 60 seconds, including any self-introductions and remarks. The microphone will be cut off automatically at the end of the 60 seconds, whether the pitch has finished or not!
- Scoring is on a 1–10 scale (1 = lowest; 10 = highest) for each of the following criteria: interest, clarity, persuasion, and response to questions. The winner has the highest combined score.
- Each pitch will be followed by a three-minute question and answer session.

Listening

- 7  2:18 Pitch coach, Darren Larkins, interrupts your preparation session to give you some last minute tips on making the perfect pitch. Listen to his advice and adjust your pitch if necessary.

Presentation

- 8 Each team has one minute to make their pitch, followed by a three-minute question and answer session. Other teams ask questions and act as judges. Use the scorecard to keep a note of the points you give but do not reveal them.

Fast Pitch Scorecard					
Team	1	2	3	4	5
Interest					
Clarity					
Persuasion					
Response to questions					
TOTAL					

- 9 When every team has made their pitch, add up the points. The team with the highest total is the winner.

Internet research

Search for the keywords "angel fast pitch competition". How many fast pitch competitions can you find? Watch or listen to some of the winning pitches and choose the best one. Report back to the class.

6.6 Case study Angels or demons

Discussion

- 1 Answer the quiz below about starting a business.

Are you capable of minding your own business?

Could you start your own enterprise? Sure, you may have spotted a gap in the market, and even devised a cunning business plan for filling it. But do you personally have what it takes to turn a commercial idea into a profitable reality? Take our test to find out. **Answer Yes or No.**

- 1 Are you ready for a complete change?
- 2 Are you up for learning hard and fast?
- 3 Are you willing to take advice from others?
- 4 Can you stay self-motivated, even when faced with disappointment and difficulty?
- 5 Can you be emotionally resilient?
- 6 Are you able to think laterally?
- 7 Are you able to build up good working relationships?
- 8 Can you manage your time?
- 9 Can you work under stress?
- 10 Are you good at financial management?

- 2 Compare your answers with a partner. Say which areas would be your strongest and weakest points.

Reading

- 3 Kate Shapiro and Luis Hernandez are friends and former co-workers, living in Montreal, Canada. Read Kate's email to Luis and answer the questions.

- 1 Why was Luis depressed?
- 2 What does the winner of the fast pitch competition receive?
- 3 Why does Kate want to meet in a restaurant?

From: Kate
To: Luis
Re: Let's go for it!
Attachment: Executive summary template

Hi Luis,

Hope you got home alright last night. After our meeting with the bank yesterday, you looked really down! We'll just have to accept it as part of the learning curve and look for the 50K elsewhere.

Anyway, I'm still really excited about our Kaluma restaurant idea. And I'm still upbeat about the fast pitch competition next week. Just the fact we've been accepted for it means we're in with a chance! I know they don't offer direct funding even if you win, but there are always angels or venture capitalists in the audience who may be interested in the idea if the pitch is a good one. So, let's go for it!

I've been doing a ton of research on the net and I'm attaching an executive summary template which could help us get our pitch ready. Can we meet up Thursday to go over it? I thought we could eat at that new ethnic place in Cherry Street, you know, sort of get our minds focused in a real restaurant environment.

Drop me a line and let me know what you think.
 Kate