**Stage 1 Business Innovation**

**Context: Start-up**

**Assessment Type 2: Business Pitch**

**TASK 4: BUSINESS PITCH AND EVALUATION**

**Description of Assessment**

Using the information you have developed about your business from the previous Assessment tasks, create a 3 minute pitch to present to a panel of potential customers, investors or stakeholders.

**Part A: Pitch**

Your pitch will need to select those elements of your business model summary that are most likely to influence the panel to buy your product/service or invest in your business. It should include a lead in, description of what your product is/does, customer segments and selling points for your product or service including possible marketing. It needs to be concise, clear and aimed at your segment(s). A prototype, handouts, flyers, digital displays or information may be useful in your pitch.

Following your pitch, you may be asked questions about your business model.

**Part B: Evaluation**

To be done individually. Write an evaluation of the process of putting together and presenting the Pitch. You need to do this from your individual perspective. Things you could consider include:

* What you thought you did well
* What you could do better?
* Your contribution to the collaboration? Was it enough?
* Were you prepared enough for your Pitch? Explain.
* How did you feel during your presentation?
* If you did this again would you do anything differently?
* How did you feel about the questions? Were you prepared enough?

Use any feedback provided and your own thoughts about the experience to inform your evaluation of your proposed business product/service and suggest improvements to your business model. This may include evaluation of the success of aspects including the proposed solution, marketing, customer segments, presentation and price.

**Assessment Conditions**

**Pitch***:* to a maximum of 3 minutes in multimodal format.

**Evaluation:** to a maximum of 800 words if written, or 5 minutes if oral.

**Assessment Design Criteria**

***Pitch:***

**CA2** Application of business and financial information to develop and communicate business modes

**CA3** Contextual application of communication and/or collaboration skills

**Evaluation:**

**AE3** Evaluate the effectiveness of your Business Model.

**Stage 1 Business Innovation: Performance Standards for Business Pitch**

|  | Finding and Solving Problems | Contextual Application | Analysis and Evaluation |
| --- | --- | --- | --- |
| A | ~~Purposeful and sustained exploration of problems or needs using a customer-focused approach~~  Creative generation of possible solutions to problems or needs using a customer-focused approach | ~~Highly-effective contextual application of financial awareness and decision-making skills~~  Highly strategic application of business and financial information to develop and communicate business models  Perceptive contextual application of communication and/or collaboration skills | ~~Critical analysis of responsibilities and impact of business models on local and global communities~~  ~~Insightful exploration and analysis of opportunities presented by digital and emerging technologies~~  Insightful evaluation of the effectiveness of business models |
| B | ~~Purposeful exploration of problems or needs using a customer-focused approach~~  Mostly creative generation of possible solutions to problems or needs using a customer-focused approach | ~~Effective contextual application of financial awareness and decision-making skills~~  Strategic application of business and financial information to develop and communicate business models  Well-considered contextual application of communication and/or collaboration skills | ~~Mostly critical analysis of responsibilities and impact of business models on local and global communities~~  ~~Well-considered exploration and analysis of opportunities presented by digital and emerging technologies~~  Well-considered evaluation of the effectiveness of business models |
| C | ~~Considered exploration of problems or needs using a customer-focused approach~~  Some creativity in generation of possible solutions to problems or needs using a customer-focused approach | ~~Some effectiveness in application of financial awareness and decision-making skills~~  Competent application of business and financial information to develop and communicate business models  Considered contextual application of communication and/or collaboration skills | ~~Competent analysis of responsibilities and impact of business models on local and global communities~~  ~~Considered exploration and analysis of opportunities presented by digital and emerging technologies~~  Competent evaluation of the effectiveness of business models |
| D | ~~Superficial exploration of problems or needs using a customer-focused approach~~  Some generation of possible solutions to problems or needs using a customer-focused approach | ~~Developing financial awareness and decision-making skills~~  Some application of business and financial information to develop and communicate business models  Contextual application of communication and/or collaboration skills | ~~Description with some analysis of responsibilities and impact of business models on local and global communities~~  ~~Some exploration and analysis of opportunities presented by digital and emerging technologies~~  ~~Some description of and reflection on the effectiveness of business models~~ |
| E | ~~Limited exploration of problems or needs using a customer-focused approach~~  Attempted generation of possible solutions to problems or needs using a customer-focused approach | ~~Emerging financial awareness and decision-making skills~~  Attempted application of business and financial information to develop and communicate business models  Limited application of communication and/or collaboration skills | ~~Description of responsibilities and impact of business models on local and global communities~~  ~~Attempted exploration and analysis of opportunities presented by digital and emerging technologies~~  Description of the effectiveness of business models |