



English
Path



GLOBAL APPLIED KNOWLEDGE

PART OF GLOBAL EDUCATION GROUP

PITCHING FOR A NEW BUSINESS

IN BRIEF

Learners study the practical skills and acquire the knowledge needed to undertake the necessary preparation and steps to set up and pitch for funding for a micro-business.

INTRODUCTION

prepare appropriate business plans and pitch these to potential investors. This unit will teach you how to carry out these steps which are critical to the development of new businesses.

This unit focuses upon pitching a new business idea for a micro-business – a business employing less than 10 people. This could be a business you want to start up yourself or in partnership with others. In this unit, you will investigate a potential micro-business idea and outline a business plan. You will present your business plan to potential investors with a view to securing appropriate funding. It is important that you are able to recognise what should be included in a pitch and how the process of idea formulation, selection, planning and presentation should be managed in order to secure funding.

This unit will develop the skills needed if you decide to set up your own business, or if you want to work in or study further a sector or area that needs entrepreneurial or innovative skills.



SUMMARY

Learning Aim

Explore potential ideas for a micro-business start-up

Develop a business plan for a viable micro-business start-up

Carry out a pitch for funding for the chosen micro-business

Content Area

- Exploration of ideas for a micro-business start-up
- Models for business opportunities
- Factors to be considered when setting up a micro-business

- Market analysis and planning
- Legal aspects
- Financial aspects
- Evaluation

- Professional presentation skills demonstrated in the pitch
- Review and evaluation

Assessment

AA portfolio comprising research, analysis and risk evaluation that collectively supports a specific recommendation for setting up a new micro-business.

A business plan with the detail to enable the pitch to be prepared. Professional presentation with supporting documentation designed to secure potential funding and to stimulate feedback, from which justified modifications to the proposal and pitch can be made.