



BUSINESS PITCH TIPS

The "Open 4 Business" Competition aims to foster entrepreneurial development within the commercial districts in Iowa's Main Street communities and provide technical and financial support for businesses. One component of the competition is the "sales pitch" which is your chance to tell the judges everything about your business and convince them that you should be the winner! Here are some items to consider including in your "pitch" . . .

- Think *Shark Tank* – Main Street style!!
- Make sure you include the what, why, and how related to your business
- Judges will have access to your original entry form.
- You may use a PowerPoint presentation, product samples, or props. PowerPoints should be on a thumb drive or disc.
- Be creative and have FUN!
- Be sure to include some of the financial aspects related to your business. Why do you need the prize money and what will you do with it? What are your current sales and what are your expected sales?
- What is your investment, experience in this business? It is vital that you have some "skin in the game".
- Who is your target customer and how will you reach them?
- Who is your competition? What is your competitive edge?
- How do you plan to market your business?
- How will your business benefit your local Main Street district?
- Time limit is 15 minutes. You will have 5 minutes for set-up and 5 minutes for take-down if needed. Practice your pitch several times, to different audiences, so you are comfortable with your presentation.
- Have someone video tape your pitch so you can watch it and evaluate.
- Regional contest pitches are closed to the general public. Each business may invite guests/family/friends to watch their pitch if desired. Your local Main Street Director is encouraged to attend.
- State contest pitches will be open to the general public.
- The judges will have 5 minutes to ask questions at the regional contest. NO questions at the state contest. Be prepared to answer.
- Your local Main Street office can provide market demographic information that can assist you. Be sure to look at this information!

For additional information please contact:

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