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| **Presenter:** | **Moderator:** |
| **Content of the pitch:*** A detailed explanation of why you have chosen your final idea, supported by your individual research findings
* Section two – The business: Business name, strapline, overview
* Section 3 – The Market and Market research
* Section 4 – Marketing: How you will **communicate** with the customer to include:
* Section 5 – Competition
* Section 6 – Operations and logistics
* Section 7 - A risk **assessment and contingency plan** to ensure the quality of the product or service that includes:
* Section 8 - Finances
 | **Presentation skills:**Presentation skills:o professional behaviour and conduct of presentero positive attitudeo well-rehearsed and preparedo considerate of the needs and interests of the audienceo use of visual aids, e.g. computer projection/slideshow with speaker notes,handouts for audience, clarity and legibility of text, impact of graphics and images.• Communication skills:o body language, gestures and eye contacto language and tone, pace, volume and projectiono use of business terminologyo listening, handling questions and formulating appropriate responses. |
| **What went well:**Section 2 , name strapline was clearly well explained.Use of market research discussed in detail and why they  | **What went well:**Presentation was well prepared and it was evident that the presenter had rehearsed in detail.***Good eye contact etc*** |
| **Even better if:****Finances needed to be discussed in more depth.** | **Even better if:** |