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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 presenter  o positive attitude  o well-rehearsed and prepared  o considerate of the needs and interests of the audience  o 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 contact  o language and tone, pace, volume and projection  o use of business terminology  o 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:** |