**Your Personal Company Elevator-Pitch**

**You have exactly one (1) minute to sell your company to a potential investor. You know you are competing with hundreds of other ventures for this investors money, so you have to developed and practice your “pitching.”** *This is the skeleton/draft for your pitch that you will be presenting to the class.*

1. Identify qualities and uniqueness your company possess that you feel are important to this venture capitalist:

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2. List how your product is different from your competitors and why will it be successful? *Context*

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3. What is the purpose of your company? Why are you doing what you are doing?

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4. Put it all together and practice:

* + Be succinct: short and on point
	+ Hook your audience
	+ Use strong verbs to highlight your skills and experience
	+ Ask for the opportunity & thank them for your time

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| **Hook:****Who are you?****Background.****Context.****Ask.****Close.** |