2 minute business pitch example

The Art of the 2-Minute Business Pitch: A Comprehensive Guide

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Summary: This report delves into the crucial skill of delivering a compelling 2-minute business pitch example. We explore the structure, content, and delivery techniques that contribute to a successful pitch, backed by research and real-world examples. We analyze the impact of brevity, clarity, and audience adaptation, highlighting the importance of understanding your target audience and tailoring your pitch accordingly. The report concludes with practical advice and actionable strategies for crafting and delivering a memorable 2-minute business pitch that resonates with investors, potential partners, or customers.

1. The Power of the 2-Minute Business Pitch Example

In today's fast-paced business environment, grabbing attention and conveying a compelling message in a short timeframe is paramount. The 2-minute business pitch example has become a crucial tool for entrepreneurs, startups, and established businesses alike. Research from the Kauffman Foundation indicates that securing funding is significantly impacted by the effectiveness of the initial pitch. A poorly delivered pitch, regardless of the underlying business idea's potential, often leads to missed opportunities. This report examines why the 2-minute format is so effective and provides a framework for crafting a winning 2-minute business pitch example.

2. Structuring Your 2-Minute Business Pitch Example: The 3-Part Framework

A highly effective 2-minute business pitch example follows a clear, concise structure. We propose a 3-part framework:

The Hook (15 seconds): Start with a captivating statement or question that immediately grabs the listener's attention. This could be a compelling statistic, a provocative problem statement, or a brief anecdote related to your business. Research shows that first impressions are crucial, and a strong hook significantly increases the likelihood of sustained engagement.

The Value Proposition (45 seconds): This is the core of your 2-minute business pitch example. Clearly articulate your business idea, its unique selling proposition (USP), and the problem it solves. Use precise language, avoiding jargon. Focus on the benefits to the listener, not just the features of your product or service. Data from surveys of investors reveals a strong preference for pitches that clearly highlight the return on investment (ROI) or potential market impact.

The Call to Action (60 seconds): End with a clear and concise call to action. What do you want the listener to do next? This could be a request for further discussion, a demonstration of your product, or an invitation to a follow-up meeting. A strong call to action provides a sense of closure and encourages the next step in the engagement process.

3. Crafting a Compelling Narrative: A 2-Minute Business Pitch Example

A successful 2-minute business pitch example is not just about presenting facts and figures; it's about telling a compelling story. This involves:

Knowing your audience: Tailor your message to the specific audience. A pitch to investors will differ significantly from a pitch to potential customers. Understanding their needs, concerns, and priorities is crucial for creating resonance.

Using strong visuals (if applicable): A visually appealing presentation can significantly enhance engagement. Keep it simple, focusing on key data points and images that support your narrative.

Practicing your delivery: Rehearse your pitch multiple times until you can deliver it smoothly and confidently. This ensures a polished and professional presentation. Studies show that confident delivery significantly increases the persuasiveness of a pitch.

Handling questions effectively: Anticipate potential questions and prepare concise, well-informed answers. This demonstrates your expertise and preparedness.

4. Analyzing Successful 2-Minute Business Pitch Examples

Studying successful 2-minute business pitch examples can provide valuable insights. Analyzing the structure, language, and delivery of pitches from successful entrepreneurs can reveal key elements for crafting your own compelling pitch. For example, analyzing pitches from companies like Airbnb or Uber reveals their emphasis on solving a significant problem and highlighting the transformative impact of their solutions.

5. Overcoming Common Pitfalls in a 2-Minute Business Pitch Example

Several common mistakes can undermine even the most promising business idea. These include:

Being too technical: Avoid jargon and overly complex explanations. Focus on communicating the core value proposition in a way that is easily understood by your target audience.

Lack of focus: Sticking to a concise and focused message is essential. Avoid including unnecessary details that distract from your main points.

Poor delivery: A nervous or unprepared delivery can detract from even the most well-crafted pitch. Practice is crucial for ensuring a confident and engaging presentation.

Ignoring audience feedback: Actively seek and incorporate feedback from test audiences to refine your pitch and maximize its effectiveness.

6. The Role of Data in Your 2-Minute Business Pitch Example

While storytelling is crucial, data supports your claims and builds credibility. Incorporating relevant market research, financial projections, or user statistics can significantly strengthen your 2-minute business pitch example. However, avoid overwhelming your audience with excessive data. Focus on key metrics that support your value proposition and demonstrate the potential of your business.

7. Adapting Your 2-Minute Business Pitch Example for

Different Audiences

Remember to tailor your 2-minute business pitch example for different audiences. A pitch to potential investors will focus on ROI and financial projections, while a pitch to customers will emphasize the benefits and value proposition for them. Recognizing these nuances is essential for maximizing the impact of your pitch.

8. Beyond the Pitch: Follow-Up and Relationship Building

A successful 2-minute business pitch example is just the first step. Following up with potential investors, customers, or partners is crucial for building relationships and converting initial interest into tangible results.

Conclusion

Mastering the art of the 2-minute business pitch example is a vital skill for any entrepreneur. By following the strategies outlined in this report, focusing on a clear structure, compelling narrative, and data-driven insights, you can significantly increase your chances of success in securing funding, attracting customers, and building strategic partnerships. Remember that consistent practice and refinement are key to delivering a pitch that resonates and leaves a lasting impression.

FAQs

1. What is the ideal length for a 2-minute business pitch? While aiming for approximately two minutes is recommended, flexibility is key. Focus on conveying your key message effectively, even if it slightly exceeds or falls short of two minutes.

1. How do I handle tough questions during a 2-minute pitch? Prepare for potential questions beforehand and practice concise, well-informed answers. If you don't know the answer, it's okay to admit it and follow up later.

1. What if my business is complex and hard to explain in two minutes? Focus on the core value proposition and the key problem you solve. Simplify your message and avoid unnecessary details.

1. What is the most important element of a successful 2-minute pitch? A clear and compelling value proposition is arguably the most crucial element. It must resonate with the audience and highlight the unique benefits of your business.

1. How can I make my 2-minute pitch more memorable? Use storytelling techniques, captivating visuals, and a strong call to action. Focus on creating an emotional connection with your audience.

1. Should I use a slide deck for my 2-minute pitch? A simple, visually appealing slide deck can be helpful, but it's not essential. Focus on delivering a strong presentation, regardless of whether you use visuals.

1. How can I practice my 2-minute pitch effectively? Rehearse in front of a mirror, record yourself, and practice in front of friends, family, or colleagues to get constructive feedback.

1. What should I do after delivering my 2-minute pitch? Follow up promptly with a thank-you note or email, and continue engaging with the audience to build relationships.

1. Where can I find more examples of successful 2-minute pitches? Search online for "successful business pitches" or "elevator pitches" to find numerous examples from various industries.

Related Articles:

1. Crafting the Perfect Elevator Pitch: This article provides a detailed guide on creating a concise and effective elevator pitch, which serves as a foundation for a longer 2-minute business pitch example.

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1. How to Structure a Winning Business Plan (and How it Relates to Your Pitch): This article helps understand the underlying business plan that informs and supports your 2-minute business pitch example.

1. Top 10 Mistakes to Avoid in Business Pitches: This article identifies and explains common pitfalls to avoid when delivering a 2-minute business pitch example.

1. Investor Psychology: Understanding What Investors Look For in a Pitch: This article provides insights into the mindset of investors, enabling you to tailor your 2-minute business pitch example to their expectations.

1. The Importance of Market Research in Your Pitch Deck: This article explains how market research data can bolster the credibility and persuasiveness of your 2-minute business pitch example.

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1. How to Handle Difficult Questions During a Business Pitch: This article offers techniques for confidently addressing challenging questions during your 2-minute business pitch example.

2 minute business pitch example: The 3-Minute Rule Brant Pinvidic, 2019-10-29 Want to deliver a pitch or presentation that grabs your audience's ever-shrinking attention span? Ditch the colorful slides and catchy language. And follow one simple rule: Convey only what needs to be said, clearly and concisely, in three minutes or less. That's the 3-Minute Rule. Hollywood producer and pitch master Brant Pinvidic has sold more than three hundred TV shows and movies, run a TV network, and helmed one of the largest production companies in the world with smash hits like The Biggest Loser and Bar Rescue. In his nearly twenty years of experience, he's developed a simple, straightforward system that'shelped hundreds—from Fortune 100 CEOs to PTA presidents—use top-level Hollywood storytelling techniques to simplify their messages and say less to get more. Pinvidic proves that anyone can deliver a great pitch, for any idea, in any situation, so your audience not only remembers your message but can pass it on to their friends and colleagues. You'll see how his methods work in a wide range of situations—from presenting investment opportunities in a biotech startup to pitching sponsorship deals for major sports stadiums, and more. Now it's your turn. The 3-Minute Rule will equip you with an easy, foolproof method to boil down any idea to its essential elements and structure it for maximum impact. Simplify. Say less. Get More.

2 minute business pitch example: Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal Oren Klaff, 2011-02-18 Gold Medal Winner--Tops Sales World's Best Sales and Marketing Book "Fast, fun and immensely practical." —JOE SULLIVAN, Founder, Flextronics "Move over Neil Strauss and game theory. Pitch Anything reveals the next big thing in social dynamics: game for business." —JOSH WHITFORD, Founder, Echelon Media "What do supermodels and venture capitalists have in common?They hear hundreds of pitches a year. Pitch Anything makes sure you get the nod (or wink) you deserve." —RALPH CRAM, Investor "Pitch Anything offers a new method that will differentiate you from the rest of the pack." —JASON JONES, Senior Vice President, Jones Lang LaSalle "If you want to pitch a product, raise money, or close a deal, read Pitch Anything and put its principles to work." —STEVEN WALDMAN, Principal and Founder, Spectrum Capital "Pitch Anything opened my eyes to what I had been missing in my presentations and business interactions." —LOUIE UCCIFERRI, President, Regent Capital Group "I use Oren's unique strategies to sell deals, raise money, and handle tough situations." —TAYLOR GARRETT, Vice President, White Cap "A counter-intuitive method that works." —JAY GOYAL, CEO, SumOpti About the Book: When it comes to delivering a pitch, Oren Klaff has unparalleled credentials. Over the past 13 years, he has used his one-of-a- kind method to raise more than $400 million—and now, for the fi rst time, he describes his formula to help you deliver a winning pitch in any business situation. Whether you're selling ideas to investors, pitching a client for new business, or even negotiating for a higher salary, Pitch Anything will transform the way you position your ideas. According to Klaff, creating and presenting a great pitch isn't an art—it's a simple science. Applying the latest findings in the field of neuroeconomics, while sharing eye-opening stories of his method in action, Klaff describes how the brain makes decisions and responds to pitches. With this information, you'll remain in complete control of every stage of the pitch process. Pitch Anything introduces the exclusive STRONG method of pitching, which can be put to use immediately: Setting the Frame Telling the Story Revealing the Intrigue Offering the Prize Nailing the Hookpoint Getting a Decision One truly great pitch can improve your career, make you a lot of money—and even change your life. Success is dependent on the method you use, not how hard you try. "Better method, more money," Klaff says. "Much better method, much more money." Klaff is the best in the business because his method is much better than anyone else's. And now it's yours. Apply the tactics and strategies outlined inPitch Anything to engage and persuade your audience—and you'll have more funding and support than you ever thought possible.

2 minute business pitch example: Angel Investing David S. Rose, 2014-04-28 Achieve annual returns of 25% or more with a well-designed angel portfolio Written by David S. Rose, the founder of Gust—the global platform that powers the world of organized professional angel investing—Angel Investing is a comprehensive, entertaining guide that walks readers through every step of the way to becoming a successful angel investor. It is illustrated with stories from among the 90+ companies in which David has invested during a 25 year career as one of the world's most active business angels and includes instructions on how to get started, how to find and evaluate opportunities, and how to pursue and structure investments to maximize your returns. From building your reputation as a smart investor, to negotiating fair deals, adding value to your portfolio companies and helping them implement smart exit strategies, David provides both the fundamental strategies and the specific tools you need to take full advantage of this rapidly growing asset class. He details the advantages of joining an angel group, explains how seed and venture funds can help leverage an investor's resources, and reveals how recent regulatory changes and new online platforms are making startup investing accessible to millions of Americans. Making money is no longer about sitting back and reading stock listings, David says. It is now about being part owner of an exciting startup that can be fun and financially rewarding. Angel Investing teaches investors how to carefully select and manage investments, establish a long term view, and approach angel investing as a serious part of an alternative asset portfolio while also enjoying being an integral part of an exciting new venture.

2 minute business pitch example: Flip the Script Oren Klaff, 2019-08-13 THE BESTSELLING AUTHOR OF PITCH ANYTHING IS BACK TO FLIP YOUR ENTIRE APPROACH TO PERSUASION. Is there anything worse than a high-pressure salesperson pushing you to say yes (then sign on the dotted line) before you're ready? If there's one lesson Oren Klaff has learned over decades of pitching, presenting, and closing long-shot, high-stakes deals, it's that people are sick of being marketed and sold to. Most of all, they hate being told what to think. The more you push them, the more they resist. What people love, however, is coming up with a great idea on their own, even if it's the idea you were guiding them to have all along. Often, the only way to get someone to sign is to make them feel like they're smarter than you. That's why Oren is throwing out the old playbook on persuasion. Instead, he'll show you a new approach that works on this simple insight: Everyone trusts their own ideas. If, rather than pushing your idea on your buyer, you can guide them to discover it on their own, they'll believe it, trust it, and get excited about it. Then they'll buy in and feel good about the chance to work with you. That might sound easier said than done, but Oren has taught thousands of people how to do it with a series of simple steps that anyone can follow in any situation. And as you'll see in this book, Oren has been in a lot of different situations. He'll show you how he got a billionaire to take him seriously, how he got a venture capital firm to cough up capital, and how he made a skeptical Swiss banker see him as an expert in banking. He'll even show you how to become so compelling that buyers are even more attracted to you than to your product. These days, it's not enough to make a great pitch. To get attention, create trust, and close the deal, you need to flip the script.

2 minute business pitch example: Media Innovation and Entrepreneurship Michelle Ferrier, Dr Elizabeth Mays, Ph.D., 2017-10-24 Media Innovation & Entrepreneurship is an open, collaboratively written and edited volume designed to fill the needs of a growing number of journalism and mass communications programs in the U.S. that are teaching media entrepreneurship, media innovation, and the business of journalism to undergraduate and graduate students.

2 minute business pitch example: *All Work, No Pay* Lauren Berger, 2012-01-03 Land Killer Internships—and Make the Most of Them! These days, a college resume without internship experience is considered “naked.” Indeed, statistics show that internship experience leads to more job offers with highersalaries—and in this tough economy, college grads need all the help they can get. Enter Lauren Berger, internships expert and CEO of Intern Queen, Inc., whose comprehensive guide reveals insider secrets to scoring the perfect internship, building invaluable connections, boosting transferable skills, and ultimately moving toward your dream career. She'll show you how to: Discover the best internship opportunities, from big companies to virtual internships Write effective resumes and cover letters Nail phone, Skype, and in-person interviews Know your rights as an intern Use social networking to your advantage Network like a pro Impress your boss Get solid letters of recommendation Turn internships into job opportunities With exercises, examples, and a go-getter attitude, this next-generation internship manual provides all the cutting-edge information students and recent grads will need to get a competitive edge in the job market. So what are you waiting for?

2 minute business pitch example: Joan Garry's Guide to Nonprofit Leadership Joan Garry, 2017-03-06 Nonprofit leadership is messy Nonprofits leaders are optimistic by nature. They believe with time, energy, smarts, strategy and sheer will, they can change the world. But as staff or board leader, you know nonprofits present unique challenges. Too many cooks, not enough money, an abundance of passion. It’s enough to make you feel overwhelmed and alone. The people you help need you to be successful. But there are so many obstacles: a micromanaging board that doesn’t understand its true role; insufficient fundraising and donors who make unreasonable demands; unclear and inconsistent messaging and marketing; a leader who’s a star in her sector but a difficult boss… And yet, many nonprofits do thrive. Joan Garry’s Guide to Nonprofit Leadership will show you how to do just that. Funny, honest, intensely actionable, and based on her decades of experience, this is the book Joan Garry wishes she had when she led GLAAD out of a financial crisis in 1997. Joan will teach you how to: Build a powerhouse board Create an impressive and sustainable fundraising program Become seen as a ‘workplace of choice’ Be a compelling public face of your nonprofit This book will renew your passion for your mission and organization, and help you make a bigger difference in the world.

2 minute business pitch example: Five Stars Carmine Gallo, 2018-06-05 “As technology threatens to displace countless jobs and skills, the ability to communicate is becoming more important than ever. This book is full of examples to help you get better at transporting your thoughts and emotions into the minds of other people.” —Adam Grant, New York Times bestselling author of Give and Take, Originals, and Option B with Sheryl Sandberg How to master the art of persuasion—from the bestselling author of Talk Like TED. Ideas don’t sell themselves. As the forces of globalization, automation, and artificial intelligence combine to disrupt every field, having a good idea isn’t good enough. Mastering the ancient art of persuasion is the key to standing out, getting ahead, and achieving greatness in the modern world. Communication is no longer a “soft” skill—it is the human edge that will make you unstoppable, irresistible, and irreplaceable—earning you that perfect rating, that fifth star. In Five Stars, Carmine Gallo, bestselling author of Talk Like TED, breaks down how to apply Aristotle’s formula of persuasion to inspire contemporary audiences. As the nature of work changes, and technology carries things across the globe in a moment, communication skills become more valuable—not less. Gallo interviews neuroscientists, economists, historians, billionaires, and business leaders of companies like Google, Nike, and Airbnb to show first-hand how they use their words to captivate your imagination and ignite your dreams. In the knowledge age—the information economy—you are only as valuable as your ideas. Five Stars is a book to help you bridge the gap between mediocrity and exceptionality, and gain your competitive edge in the age of automation. In Five Stars, you will also learn: -The one skill billionaire Warren Buffett says will raise your value by 50 percent. -Why your job might fall into a category where 75 percent or more of your income relies on your ability to sell your idea. -How Airbnb’s founders follow a classic 3-part formula shared by successful Hollywood movies. -Why you should speak in third-grade language to persuade adult listeners. -The one brain hack Steve Jobs, Leonardo da Vinci, and Picasso used to unlock their best ideas.

2 minute business pitch example: The Art of the Sale Philip Delves Broughton, 2013-03-26 From the author of Ahead of the Curve, a revelatory look at successful selling and how it can impact everything we do The first book of its kind, The Art of the Sale is the result of a pilgrimage to learn the secrets of the world's foremost sales gurus. Bestselling author Philip Delves Broughton tracked down anyone who could help him understand what it took to achieve greatness in sales, from technology billionaires to the most successful saleswoman in Japan to a cannily observant rug merchant in Morocco. The wisdom and experience Broughton acquired, revealed in this outstanding book, demonstrates as never before the complex alchemy of effective selling and the power it has to overcome challenges we face every day.

2 minute business pitch example: Get Backed Evan Baehr, Evan Loomis, 2015-10-27 “Anyone who comes to pitch on Shark Tank should read this book first!” —Barbara Corcoran, ABC's Shark Tank “I have seen literally thousands of companies trying to raise capital and know that a great pitch deck is critical. This book gives you the playbook for creating yours.” —Naval Ravikant, cofounder and CEO, AngelList “I raised twice the amount of money I set out to in a mere five weeks. I’m naming my firstborn child after the Evans.” —Slava Menn, cofounder and CEO, Fortified Bicycle HOW DO YOU LAUNCH THE VENTURE OF YOUR DREAMS? Get Backed isn’t just about startup fundraising. It’s a handbook for anyone who has an idea and needs to build relationships to get it off the ground. Over the last 3 years, entrepreneurs Evan Loomis and Evan Baehr have raised $45 million for their own ventures, including the second largest round on the fundraising platform AngelList. In Get Backed, they show you exactly what they and dozens of others did to raise money—even the mistakes they made—while sharing the secrets of the world’s best storytellers, fundraisers, and startup accelerators. They’ll also teach you how to use “the friendship loop”, a step-by-step process that can be used to initiate and build relationships with anyone, from investors to potential cofounders. And, most of all, they’ll help you create a pitch deck, building on the real-life examples of 15 ventures that have raised over $150 million. What’s in the book? • The original pitch decks and fundraising strategies of 15 ventures that raised over $150 million • Email scripts that will get you a meeting with angel investors, venture capitalists, and potential board members • Pitching exercises developed by startup talent beds like Stanford University’s d.school and Techstars • A breakdown of the 10 essential pitch deck slides, how to create them, and what questions you should answer with each • An overview of the 5 main funding sources for startups, the pros and cons of each, and who the big players are • A crash-course in visual and presentation design that will make any deck beautiful • Templates for 4 stories every entrepreneur should know how to tell • The story of one entrepreneur who showed up in Silicon Valley with no network and six months later had investments from Fred Anderson, Bono, and Peter Thiel Get Backed will show you exactly what it takes to get funded and will give you the tools to make any idea a reality.

2 minute business pitch example: Why Startups Fail Tom Eisenmann, 2021-03-30 If you want your startup to succeed, you need to understand why startups fail. “Whether you’re a first-time founder or looking to bring innovation into a corporate environment, Why Startups Fail is essential reading.”—Eric Ries, founder and CEO, LTSE, and New York Times bestselling author of The Lean Startup and The Startup Way Why do startups fail? That question caught Harvard Business School professor Tom Eisenmann by surprise when he realized he couldn’t answer it. So he launched a multiyear research project to find out. In Why Startups Fail, Eisenmann reveals his findings: six distinct patterns that account for the vast majority of startup failures. • Bad Bedfellows. Startup success is thought to rest largely on the founder’s talents and instincts. But the wrong team, investors, or partners can sink a venture just as quickly. • False Starts. In following the oft-cited advice to “fail fast” and to “launch before you’re ready,” founders risk wasting time and capital on the wrong solutions. • False Promises. Success with early adopters can be misleading and give founders unwarranted confidence to expand. • Speed Traps. Despite the pressure to “get big fast,” hypergrowth can spell disaster for even the most promising ventures. • Help Wanted. Rapidly scaling startups need lots of capital and talent, but they can make mistakes that leave them suddenly in short supply of both. • Cascading Miracles. Silicon Valley exhorts entrepreneurs to dream big. But the bigger the vision, the more things that can go wrong. Drawing on fascinating stories of ventures that failed to fulfill their early promise—from a home-furnishings retailer to a concierge dog-walking service, from a dating app to the inventor of a sophisticated social robot, from a fashion brand to a startup deploying a vast network of charging stations for electric vehicles—Eisenmann offers frameworks for detecting when a venture is vulnerable to these patterns, along with a wealth of strategies and tactics for avoiding them. A must-read for founders at any stage of their entrepreneurial journey, Why Startups Fail is not merely a guide to preventing failure but also a roadmap charting the path to startup success.

2 minute business pitch example: *The Third Door* Alex Banayan, 2018-06-05 FORBES #1 CAREER BOOK TO READ IN 2018 The larger-than-life journey of an 18-year-old college freshman who set out from his dorm room to track down Bill Gates, Lady Gaga, and dozens more of the world's most successful people to uncover how they broke through and launched their careers. The Third Door takes readers on an unprecedented adventure—from hacking Warren Buffett's shareholders meeting to chasing Larry King through a grocery store to celebrating in a nightclub with Lady Gaga—as Alex Banayan travels from icon to icon, decoding their success. After remarkable one-on-one interviews with Bill Gates, Maya Angelou, Steve Wozniak, Jane Goodall, Larry King, Jessica Alba, Pitbull, Tim Ferriss, Quincy Jones, and many more, Alex discovered the one key they have in common: they all took the Third Door. Life, business, success… it's just like a nightclub. There are always three ways in. There's the First Door: the main entrance, where ninety-nine percent of people wait in line, hoping to get in. The Second Door: the VIP entrance, where the billionaires and celebrities slip through. But what no one tells you is that there is always, always… the Third Door. It's the entrance where you have to jump out of line, run down the alley, bang on the door a hundred times, climb over the dumpster, crack open the window, sneak through the kitchen—there's always a way in. Whether it's how Bill Gates sold his first piece of software or how Steven Spielberg became the youngest studio director in Hollywood history, they all took the Third Door.

2 minute business pitch example: Pitching Hacks: How to Pitch Startups to Investors Babak Nivi, Venture Hacks Staff, Naval Ravikant, 2009-12-22 How to raise money from VCs and angel investors. We've founded companies like Epinions; helped start companies that are backed by Sequoia, Benchmark, and Kleiner Perkins; raised $100M or so for startups; and invested another $20M in about 12 companies. This book summarizes some of the lessons we've learned about pitching companies to investors.

2 minute business pitch example: *New Sales* Mike Weinberg, 2013 Selected by HubSpot as one of the Top 20 Sales Books of All Time No matter how much repeat business you get from loyal customers, the lifeblood of your business is a constant flow of new accounts. Whether you're a sales rep, sales manager, or a professional services executive, if you are expected to bring in new business, you need a proven formula for prospecting, developing, and closing deals. New Sales. Simplified. is the answer. You'll learn how to: * Identify a strategic, finite, workable list of genuine prospects * Draft a compelling, customer-focused sales story * Perfect the proactive telephone call to get face-to-face with more prospects * Use email, voicemail, and social media to your advantage * Overcome-even prevent-every buyer's anti-salesperson reflex * Build rapport, because people buy from people they like and trust * Prepare for and structure a winning sales call * Stop presenting and start dialoguing with buyers * Make time in your calendar for business development activities * And much more Packed with examples and anecdotes, New Sales. Simplified. balances a blunt (and often funny) look at what most salespeople and executives do wrong with an easy-to-follow plan for ramping up new business starting today.

2 minute business pitch example: The Poisonwood Bible Barbara Kingsolver, 2009-10-13 New York Times Bestseller • Finalist for the Pulitzer Prize • An Oprah's Book Club Selection “Powerful . . . [Kingsolver] has with infinitely steady hands worked the prickly threads of religion, politics, race, sin and redemption into a thing of terrible beauty.” —Los Angeles Times Book Review The Poisonwood Bible, now celebrating its 25th anniversary, established Barbara Kingsolver as one of the most thoughtful and daring of modern writers. Taking its place alongside the classic works of postcolonial literature, it is a suspenseful epic of one family's tragic undoing and remarkable reconstruction over the course of three decades in Africa. The story is told by the wife and four daughters of Nathan Price, a fierce, evangelical Baptist who takes his family and mission to the Belgian Congo in 1959. They carry with them everything they believe they will need from home, but soon find that all of it—from garden seeds to Scripture—is calamitously transformed on African soil.

The novel is set against one of the most dramatic political chronicles of the twentieth century: the Congo's fight for independence from Belgium, the murder of its first elected prime minister, the CIA coup to install his replacement, and the insidious progress of a world economic order that robs the fledgling African nation of its autonomy. Against this backdrop, Orleanna Price reconstructs the story of her evangelist husband's part in the Western assault on Africa, a tale indelibly darkened by her own losses and unanswerable questions about her own culpability. Also narrating the story, by turns, are her four daughters—the teenaged Rachel; adolescent twins Leah and Adah; and Ruth May, a prescient five-year-old. These sharply observant girls, who arrive in the Congo with racial preconceptions forged in 1950s Georgia, will be marked in surprisingly different ways by their father's intractable mission, and by Africa itself. Ultimately each must strike her own separate path to salvation. Their passionately intertwined stories become a compelling exploration of moral risk and personal responsibility.

2 minute business pitch example: Grit Angela Duckworth, 2016-05-03 In this instant New York Times bestseller, Angela Duckworth shows anyone striving to succeed that the secret to outstanding achievement is not talent, but a special blend of passion and persistence she calls “grit.” “Inspiration for non-geniuses everywhere” (People). The daughter of a scientist who frequently noted her lack of “genius,” Angela Duckworth is now a celebrated researcher and professor. It was her early eye-opening stints in teaching, business consulting, and neuroscience that led to her hypothesis about what really drives success: not genius, but a unique combination of passion and long-term perseverance. In Grit, she takes us into the field to visit cadets struggling through their first days at West Point, teachers working in some of the toughest schools, and young finalists in the National Spelling Bee. She also mines fascinating insights from history and shows what can be gleaned from modern experiments in peak performance. Finally, she shares what she’s learned from interviewing dozens of high achievers—from JP Morgan CEO Jamie Dimon to New Yorker cartoon editor Bob Mankoff to Seattle Seahawks Coach Pete Carroll. “Duckworth’s ideas about the cultivation of tenacity have clearly changed some lives for the better” (The New York Times Book Review). Among Grit’s most valuable insights: any effort you make ultimately counts twice toward your goal; grit can be learned, regardless of IQ or circumstances; when it comes to child-rearing, neither a warm embrace nor high standards will work by themselves; how to trigger lifelong interest; the magic of the Hard Thing Rule; and so much more. Winningly personal, insightful, and even life-changing, Grit is a book about what goes through your head when you fall down, and how that—not talent or luck—makes all the difference. This is “a fascinating tour of the psychological research on success” (The Wall Street Journal).

2 minute business pitch example: On Startups: Advice and Insights for Entrepreneurs Dharmesh Shah, 2012-12-09 Note from the Author Hi, my name is Dharmesh, and I’m a startup addict. And, chances are, if you’re reading this, you have at least a mild obsession as well. This book is based on content from the OnStartups.com blog. The story behind how the blog got started is sort of interesting—but before I tell you that story, it’ll help to understand my earlier story. As a professional programmer, I used to work in a reasonably fun job doing what I liked to do (write code). Eventually, I got a little frustrated with it all, so at the ripe old age of 24, I started my first software company. It did pretty well. It was on the Inc. 500 list of fastest growing companies three times. It reached millions of dollars of sales and was ultimately acquired. I ran that first company for over 10 years working the typical startup hours. When I sold that company, I went back to school to get a master’s degree at MIT. I’ve always enjoyed academics, and I figured this would be a nice “soft landing” and give me some time to figure out what I wanted to do with my life. As part of my degree requirements, I had to write a graduate thesis. I titled my thesis “On Startups: Patterns and Practices of Contemporary Software Entrepreneurs.” And, as part of that thesis work, I wanted to get some feedback from some entrepreneurs. So, I figured I’d start a blog. I took the first two words of the thesis title, “On Startups,” discovered that the domain name OnStartups.com was available, and was then off to the races. The blog was launched on November 5, 2005. Since then, the blog and associated community have grown quite large. Across Facebook, LinkedIn, and email subscribers, there are over 300,000 people in the OnStartups.com audience. This book is a collection of some of the best articles from over 7 years of OnStartups.com. The articles have been topically organized and edited. I hope you enjoy them.

2 minute business pitch example: Kidpreneurs Adam Toren, Matthew Toren, 2009-11 Presents a guide for young readers on starting their own small business, discussing choosing the right business, finding customers, deciding what to charge, and using the Internet, and offering suggestions of sample businesses.

2 minute business pitch example: How to Write a Great Business Plan William A. Sahlman, 2008-03-01 Judging by all the hoopla surrounding business plans, you'd think the only things standing between would-be entrepreneurs and spectacular success are glossy five-color charts, bundles of meticulous-looking spreadsheets, and decades of month-by-month financial projections. Yet nothing could be further from the truth. In fact, often the more elaborately crafted a business plan, the more likely the venture is to flop. Why? Most plans waste too much ink on numbers and devote too little to information that really matters to investors. The result? Investors discount them. In How to Write a Great Business Plan, William A. Sahlman shows how to avoid this all-too-common mistake by ensuring that your plan assesses the factors critical to every new venture: The people—the individuals launching and leading the venture and outside parties providing key services or important resources The opportunity—what the business will sell and to whom, and whether the venture can grow and how fast The context—the regulatory environment, interest rates, demographic trends, and other forces shaping the venture's fate Risk and reward—what can go wrong and right, and how the entrepreneurial team will respond Timely in this age of innovation, How to Write a Great Business Plan helps you give your new venture the best possible chances for success.

2 minute business pitch example: The Challenger Sale Matthew Dixon, Brent Adamson, 2011-11-10 What's the secret to sales success? If you're like most business leaders, you'd say it's fundamentally about relationships-and you'd be wrong. The best salespeople don't just build relationships with customers. They challenge them. The need to understand what top-performing reps are doing that their average performing colleagues are not drove Matthew Dixon, Brent Adamson, and their colleagues at Corporate Executive Board to investigate the skills, behaviors, knowledge, and attitudes that matter most for high performance. And what they discovered may be the biggest shock to conventional sales wisdom in decades. Based on an exhaustive study of thousands of sales reps across multiple industries and geographies, The Challenger Sale argues that classic relationship building is a losing approach, especially when it comes to selling complex, large-scale business-to-business solutions. The authors' study found that every sales rep in the world falls into one of five distinct profiles, and while all of these types of reps can deliver average sales performance, only one-the Challenger- delivers consistently high performance. Instead of bludgeoning customers with endless facts and features about their company and products, Challengers approach customers with unique insights about how they can save or make money. They tailor their sales message to the customer's specific needs and objectives. Rather than acquiescing to the customer's every demand or objection, they are assertive, pushing back when necessary and taking control of the sale. The things that make Challengers unique are replicable and teachable to the average sales rep. Once you understand how to identify the Challengers in your organization, you can model their approach and embed it throughout your sales force. The authors explain how almost any average-performing rep, once equipped with the right tools, can successfully reframe customers' expectations and deliver a distinctive purchase experience that drives higher levels of customer loyalty and, ultimately, greater growth.

2 minute business pitch example: The One Minute Manager Meets the Monkey Kenneth H. Blanchard, William Oncken, Hal Burrows, 1989 When a person goes to the boss with a problem and the boss agrees to do something about it, the monkey is off his back and onto the boss's. How can managers avoid these leaping monkeys? Here is priceless advice from three famous experts: how managers can meet their own priorities, give back other people's monkeys, and let them solve their own problems.

2 minute business pitch example: Pitch to Win David Beckett, 2019-03 Hi, my name is David Beckett, I'm a pitch coach, and I'm here to ensure your ideas have a voice. The big pitch is coming up. You've got just a few minutes to convince that investor or your Board, that your idea is worth investing money, time and people in. What should you say? How should you say it? And how do you beat those nerves that are already building up inside? David Beckett has coached over 700 startups to raise over e170 million in investment. And he has trained thousands of professionals in innovation teams at companies like Google, Unilever, Booking.com and PwC. He is also a TEDx speech coach. In Pitch to Win, David provides practical tools to help you Script, Design and Deliver pitches that are short, professional and persuasive. His methods and practices have been tested with hundreds of pitchers and reviewed by numerous investors and members of the Board. The focus is on actionable tools and real-life examples. With step-by-step exercises that will guide you to your best pitch ever.

2 minute business pitch example: Designing Your Life Bill Burnett, Dave Evans, 2016-09-20 #1 NEW YORK TIMES BEST SELLER • At last, a book that shows you how to build—design—a life you can thrive in, at any age or stage • "Life has questions. They have answers." —The New York Times Designers create worlds and solve problems using design thinking. Look around your office or home—at the tablet or smartphone you may be holding or the chair you are sitting in. Everything in our lives was designed by someone. And every design starts with a problem that a designer or team of designers seeks to solve. In this book, Bill Burnett and Dave Evans show us how design thinking can help us create a life that is both meaningful and fulfilling, regardless of who or where we are, what we do or have done for a living, or how young or old we are. The same design thinking responsible for amazing technology, products, and spaces can be used to design and build your career and your life, a life of fulfillment and joy, constantly creative and productive, one that always holds the possibility of surprise.

2 minute business pitch example: Entrepreneurship Michael Laverty, Chris Littel, 2020-01-16 This textbook is intended for use in introductory Entrepreneurship classes at the undergraduate level. Due to the wide range of audiences and course approaches, the book is designed to be as flexible as possible. Theoretical and practical aspects are presented in a balanced manner, and specific components such as the business plan are provided in multiple formats. Entrepreneurship aims to drive students toward active participation in entrepreneurial roles, and exposes them to a wide range of companies and scenarios.

2 minute business pitch example: *Biotechnology Entrepreneurship* Craig Shimasaki, 2014-04-08 As an authoritative guide to biotechnology enterprise and entrepreneurship, Biotechnology Entrepreneurship and Management supports the international community in training the biotechnology leaders of tomorrow. Outlining fundamental concepts vital to graduate students and practitioners entering the biotech industry in management or in any entrepreneurial capacity, Biotechnology Entrepreneurship and Management provides tested strategies and hard-won lessons from a leading board of educators and practitioners. It provides a 'how-to' for individuals training at any level for the biotech industry, from macro to micro. Coverage ranges from the initial challenge of translating a technology idea into a working business case, through securing angel investment, and in managing all aspects of the result: business valuation, business development, partnering, biological manufacturing, FDA approvals and regulatory requirements. An engaging and user-friendly style is complemented by diverse diagrams, graphics and business flow charts with decision trees to support effective management and decision making. - Provides tested strategies and lessons in an engaging and user-friendly style supplemented by tailored pedagogy, training tips and overview sidebars - Case studies are interspersed throughout each chapter to support key concepts and best practices. - Enhanced by use of numerous detailed graphics, tables and flow charts

2 minute business pitch example: Startup Pitch Presentation Maurizio La Cava, 2018-06-15 Forget the old concept of pitching with the fear of investor's reaction. Your pitch is even more important than your startup project, it's time to stop talking and start communicating. Whether you need to raise early stage funding or a round A or B, the Startup Pitch is the blueprint. This step-by-step guide to startup pitch design teaches: - HOW the well known unicorns successfully ran stellar fund raising campaigns - HOW to structure a powerful presentation flow - HOW to master the art of persuading an audience of investors - HOW to capture investor's attention and get funded - HOW to stand in front of the crowd being calm and keeping the situation under control. The author is the Startup Pitch Strategist at Polihub Startup District Incubator in Milan, Italy, founder and CEO of the Italian leading Presentation Design Agency named MLC Presentation Design Consulting (mauriziolacava.com), part of the yCombinator and StartupChile Alumni.

2 minute business pitch example: Negotiating for Success: Essential Strategies and Skills George J. Siedel, 2014-10-04 We all negotiate on a daily basis. We negotiate with our spouses, children, parents, and friends. We negotiate when we rent an apartment, buy a car, purchase a house, and apply for a job. Your ability to negotiate might even be the most important factor in your career advancement. Negotiation is also the key to business success. No organization can survive without contracts that produce profits. At a strategic level, businesses are concerned with value creation and achieving competitive advantage. But the success of high-level business strategies depends on contracts made with suppliers, customers, and other stakeholders. Contracting capability—the ability to negotiate and perform successful contracts—is the most important function in any organization. This book is designed to help you achieve success in your personal negotiations and in your business transactions. The book is unique in two ways. First, the book not only covers negotiation concepts, but also provides practical actions you can take in future negotiations. This includes a Negotiation Planning Checklist and a completed example of the checklist for your use in future negotiations. The book also includes (1) a tool you can use to assess your negotiation style; (2) examples of “decision trees,” which are useful in calculating your alternatives if your negotiation is unsuccessful; (3) a three-part strategy for increasing your power during negotiations; (4) a practical plan for analyzing your negotiations based on your reservation price, stretch goal, most-likely target, and zone of potential agreement; (5) clear guidelines on ethical standards that apply to negotiations; (6) factors to consider when deciding whether you should negotiate through an agent; (7) psychological tools you can use in negotiations—and traps to avoid when the other side uses them; (8) key elements of contract law that arise during negotiations; and (9) a checklist of factors to use when you evaluate your performance as a negotiator. Second, the book is unique in its holistic approach to the negotiation process. Other books often focus narrowly either on negotiation or on contract law. Furthermore, the books on negotiation tend to focus on what happens at the bargaining table without addressing the performance of an agreement. These books make the mistaken assumption that success is determined by evaluating the negotiation rather than evaluating performance of the agreement. Similarly, the books on contract law tend to focus on the legal requirements for a contract to be valid, thus giving short shrift to the negotiation process that precedes the contract and to the performance that follows. In the real world, the contracting process is not divided into independent phases. What happens during a negotiation has a profound impact on the contract and on the performance that follows. The contract’s legal content should reflect the realities of what happened at the bargaining table and the performance that is to follow. This book, in contrast to others, covers the entire negotiation process in chronological order beginning with your decision to negotiate and continuing through the evaluation of your performance as a negotiator. A business executive in one of the negotiation seminars the author teaches as a University of Michigan professor summarized negotiation as follows: “Life is negotiation!” No one ever stated it better. As a mother with young children and as a company leader, the executive realized that negotiations are pervasive in our personal and business lives. With its emphasis on practical action, and with its chronological, holistic approach, this book provides a roadmap you can use when navigating through your life as a negotiator.

2 minute business pitch example: Got Your Attention? Sam Horn, 2015-04-06 A communication strategist shares her eight-stage process for connecting with any number of people with two-way interactions. Did you know: • Goldfish, yes, goldfish, have longer attention spans than we humans do? • One in four people abandons a website if it takes longer than four seconds to load? Imagine if there were ways, in a world of impatience and INFObesity, to quickly intrigue busy, distracted people and earn their interest, trust and buy-in. Imagine if there was a process for pleasantly surprising decision-makers and convincing them you're the right person for the job, position, project or contract. You don’t have to imagine it, Sam Horn has created it. Sam’s innovative techniques have helped her clients close deals and raise millions of dollars, and will be your “secret sauce” to getting funded, hired, elected, promoted or referred. “These accessible techniques transcend generations and read like a modern-day version of How to Win Friends and Influence People.” —Miki Agrawal, one of Forbes’s “Top 20 Millennials on a Mission” and founder of THINX “Sam Horn’s smart and snappy book will teach you how to get people’s attention—and keep it.” —Daniel H. Pink, #1 New York Times–bestselling author of To Sell Is Human “If you can’t get people’s attention, you’ll never get their business. Sam Horn’s new book shows how to quickly earn respect so people are motivated to listen.” —Terry Jones, founder of Travelocity and WayBlazer and chair of Kayak “A must-read for those in the workplace who want to contribute at their highest level and create more strategic networks.” —Betsy Myers, former executive director, Center for Public Leadership, Harvard Kennedy School “Horn offers innovative ways to initiate genuine conversations and meaningful connections that turn strangers into friends.” —Keith Ferrazzi, author of the #1 bestseller Never Eat Alone

2 minute business pitch example: Ask a Manager Alison Green, 2018-05-01 From the creator of the popular website Ask a Manager and New York’s work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There’s a reason Alison Green has been called “the Dear Abby of the work world.” Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don’t know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You’ll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit “reply all” • you’re being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate’s loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for Ask a Manager “A must-read for anyone who works . . . [Alison Green’s] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work.”—Booklist (starred review) “The author’s friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers’ lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience.”—Library Journal (starred review) “I am a huge fan of Alison Green’s Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor.”—Robert Sutton, Stanford professor and author of The No Asshole Rule and The Asshole Survival Guide “Ask a Manager is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way.”—Erin Lowry, author of Broke Millennial: Stop Scraping By and Get Your Financial Life Together

2 minute business pitch example: Sales Presentations For Dummies Julie M. Hansen, 2015-10-05 Are your sales presentations stuck in the 20th century? Sales Presentations For Dummies rises to the challenge of guiding you through the process of engaging and persuading busy buyers in a world that's constantly bombarding them with sales pitches. Motivating today's buyers to pull the trigger on a new deal requires a certain set of skills, and this straightforward text guides you through what you need to know to create and deliver compelling presentations. Pulled from examples and experiences of thousands of actual sales presentations, the information in this innovative resource offers the tools and tips you need to keep your leads engaged from hook to call to action. Today's business landscape is competitive. When your sales presentation is being compared to countless others, it's important to stand out for all the right reasons. Instead of using dated sales approaches,, update your understanding of the art of selling—and create compelling, engaging presentations that hook audience members from the beginning. Leverage a proven, blockbuster formula that engages audiences in any industry Use the power of storytelling to connect with prospective clients and soften their resistance to your sales pitch Understand and apply customer insights to ensure that your solution is top-of-mind in purchasing decisions Update your professional skill set to encompass today's most motivating sales tactics Sales Presentations For Dummies brings your sales style into the 21st century and connects you with the skills you need to excel in today's complicated business landscape.

2 minute business pitch example: Writing Irresistible Kidlit Mary Kole, 2012-12-04 Captivate the hearts and minds of young adult readers! Writing for young adult (YA) and middle grade (MG) audiences isn't just kid's stuff anymore--it's kidlit! The YA and MG book markets are healthier and more robust than ever, and that means the competition is fiercer, too. In Writing Irresistible Kidlit, literary agent Mary Kole shares her expertise on writing novels for young adult and middle grade readers and teaches you how to: • Recognize the differences between middle grade and young adult audiences and how it impacts your writing. • Tailor your manuscript's tone, length, and content to your readership. • Avoid common mistakes and cliches that are prevalent in YA and MG fiction, in respect to characters, story ideas, plot structure and more. • Develop themes and ideas in your novel that will strike emotional chords. Mary Kole's candid commentary and insightful observations, as well as a collection of book excerpts and personal insights from bestselling authors and editors who specialize in the children's book market, are invaluable tools for your kidlit career. If you want the skills, techniques, and know-how you need to craft memorable stories for teens and tweens, Writing Irresistible Kidlit can give them to you.

2 minute business pitch example: How to Get Your Point Across in 30 Seconds Or Less Milo O. Frank, 1987 Learn how to get your listener’s attention, keep her interest, and make your point—all in thirty seconds! Milo Frank, America’s foremost business communications consultant, shows you how to focus your objectives, utilize the “hook” technique, use the secrets of TV and advertising writers, tell terrific anecdotes that make your point, shine in meetings and question-and-answer sessions, and more! These proven techniques give you the edge that successful people share—the art of communicating quickly, precisely, and powerfully!

2 minute business pitch example: Principles Ray Dalio, 2018-08-07 #1 New York Times Bestseller “Significant...The book is both instructive and surprisingly moving.” —The New York Times Ray Dalio, one of the world’s most successful investors and entrepreneurs, shares the unconventional principles that he’s developed, refined, and used over the past forty years to create unique results in both life and business—and which any person or organization can adopt to help achieve their goals. In 1975, Ray Dalio founded an investment firm, Bridgewater Associates, out of his two-bedroom apartment in New York City. Forty years later, Bridgewater has made more money for its clients than any other hedge fund in history and grown into the fifth most important private company in the United States, according to Fortune magazine. Dalio himself has been named to Time magazine’s list of the 100 most influential people in the world. Along the way, Dalio discovered a set of unique principles that have led to Bridgewater’s exceptionally effective culture, which he describes as “an idea meritocracy that strives to achieve meaningful work and meaningful relationships through radical transparency.” It is these principles, and not anything special about Dalio—who grew up an ordinary kid in a middle-class Long Island neighborhood—that he believes are the reason behind his success. In Principles, Dalio shares what he’s learned over the course of his remarkable career. He argues that life, management, economics, and investing can all be systemized into rules and understood like machines. The book’s hundreds of practical lessons, which are built around his cornerstones of “radical truth” and “radical transparency,” include Dalio laying out the most effective ways for individuals and organizations to make decisions, approach challenges, and build strong teams. He also describes the innovative tools the firm uses to bring an idea meritocracy to life, such as creating “baseball cards” for all employees that distill their strengths and weaknesses, and employing computerized decision-making systems to make believability-weighted decisions. While the book brims with novel ideas for organizations and institutions, Principles also offers a clear, straightforward approach to decision-making that Dalio believes anyone can apply, no matter what they're seeking to achieve. Here, from a man who has been called both "the Steve Jobs of investing" and "the philosopher king of the financial universe" (CIO magazine), is a rare opportunity to gain proven advice unlike anything you'll find in the conventional business press.

2 minute business pitch example: Transforming the Workforce for Children Birth Through Age 8 National Research Council, Institute of Medicine, Board on Children, Youth, and Families, Committee on the Science of Children Birth to Age 8: Deepening and Broadening the Foundation for Success, 2015-07-23 Children are already learning at birth, and they develop and learn at a rapid pace in their early years. This provides a critical foundation for lifelong progress, and the adults who provide for the care and the education of young children bear a great responsibility for their health, development, and learning. Despite the fact that they share the same objective - to nurture young children and secure their future success - the various practitioners who contribute to the care and the education of children from birth through age 8 are not acknowledged as a workforce unified by the common knowledge and competencies needed to do their jobs well. Transforming the Workforce for Children Birth Through Age 8 explores the science of child development, particularly looking at implications for the professionals who work with children. This report examines the current capacities and practices of the workforce, the settings in which they work, the policies and infrastructure that set qualifications and provide professional learning, and the government agencies and other funders who support and oversee these systems. This book then makes recommendations to improve the quality of professional practice and the practice environment for care and education professionals. These detailed recommendations create a blueprint for action that builds on a unifying foundation of child development and early learning, shared knowledge and competencies for care and education professionals, and principles for effective professional learning. Young children thrive and learn best when they have secure, positive relationships with adults who are knowledgeable about how to support their development and learning and are responsive to their individual progress. Transforming the Workforce for Children Birth Through Age 8 offers guidance on system changes to improve the quality of professional practice, specific actions to improve professional learning systems and workforce development, and research to continue to build the knowledge base in ways that will directly advance and inform future actions. The recommendations of this book provide an opportunity to improve the quality of the care and the education that children receive, and ultimately improve outcomes for children.

2 minute business pitch example: Angel Numbers Doreen Virtue, 2005-04-01 Why do I always see the numbers 444 (or 111, 333, etc.) everywhere I go? is one of the most frequently asked questions that Doreen Virtue receives at her worldwide workshops. In her best-selling book Healing with the Angels, Doreen included a chapter that briefly explained the meanings behind these number sequences, and many people have commented that they carry the book with them everywhere to help them interpret the numbers they see daily. By popular request from Doreen's audience members, Angel Numbers has been created to serve as a pocket guide containing the angelic meanings of numbers from 0 to 999. Designed to fit into a purse or pocket for easy transport, Angel Numbers provides an interpretation of more complex number sequences than was previously available in Healing with the Angels. This new book focuses on numbers such as 123, 337, 885, and so on. Whether you're seeing these numbers on license plates, telephone numbers, the clock, or other locations, they're very real messages from the angels. Angel Numbers will help you instantly understand the meaning of these signs!

2 minute business pitch example: *Founding Sales* Peter R Kazanjy, 2020-08-04 This book is specifically targeted for founders who find themselves at the point where they need to transition into a selling role. Specifically founders who are leading organizations that have a B2B, direct sales model that involves sales professionals engaging in verbal, commercial conversations with buyers. Moreover, many examples in this book will be targeted specifically to the realm of B2B SAAS software, and specifically as regards new, potentially innovative or disruptive offerings that are being brought to market for the first time. In short, direct sales of the sort a B2B SAAS software startup would engage in. With that said, if you are looking to be a first time salesperson, transitioning in from another type of role, or fresh out of school, in an organization that meets those characteristics above, you will get value out of this book. Similarly, if you are a first time sales manager, either of the founder type, or a sales individual contributor who is transitioning into that role, again, in an organization who meets the criteria above, you will also get value from this book.

2 minute business pitch example: *HBR Guide to Building Your Business Case* Raymond Sheen, Amy Gallo, 2015 You've got a great idea that will increase revenue or productivity--but how do you get approval to make it happen? By building a business case that clearly shows its value. Maybe you struggle to win support for projects because you're not sure what kind of data your stakeholders will trust, or naysayers always seem to shoot your ideas down at the last minute. Or perhaps you're intimidated by analysis and number crunching, so you just take a stab at estimating costs and benefits, with little confidence in your accuracy. To get any idea off the ground at your company you'll have to make a strong case for it. This guide gives you the tools to do that--

2 minute business pitch example: How to Write a Novel Nathan Bransford, 2019-10-15 Author and former literary agent Nathan Bransford shares his secrets for creating killer plots, fleshing out your first ideas, crafting compelling characters, and staying sane in the process. Read the guide that New York Times bestselling author Ransom Riggs called The best how-to-write-a-novel book I've read.

2 minute business pitch example: *Zero to One* Blake Masters, Peter Thiel, 2014-09-18 WHAT VALUABLE COMPANY IS NOBODY BUILDING? The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won’t make a search engine. If you are copying these guys, you aren’t learning from them. It’s easier to copy a model than to make something new: doing what we already know how to do takes the world from 1 to n, adding more of something familiar. Every new creation goes from 0 to 1. This book is about how to get there. ‘Peter Thiel has built multiple breakthrough companies, and Zero to One shows how.’ ELON MUSK, CEO of SpaceX and Tesla ‘This book delivers completely new and refreshing ideas on how to create value in the world.’ MARK ZUCKERBERG, CEO of Facebook ‘When a risk taker writes a book, read it. In the case of Peter Thiel, read it twice. Or, to be safe, three times. This is a classic.’ NASSIM NICHOLAS TALEB, author of The Black Swan

2 minute business pitch example: *The 2 Minute Drill* A. G. Perry, 2010-05 Thousands of American households are supported by dedicated professionals that make their living working in the sales industry. In the face of a challenging economy, many professionals and laborers alike are turning to sales jobs as a way to stave off home foreclosure, bankruptcy, and even hunger. The introduction of thousands of employees to the sales industry has forced many sales managers and directors to put bodies into action without proper training and has resulted in a sales force actively working in the sales industry with little or no training in the basic art of sales. Fortunately, Anthony Perry, a long time veteran of the sales industry has developed the Two Minute Drill as way means to combat these and other problems. The Two Minute Drill is a simple book geared at providing sales rookies and veterans with a reintroduction to the basic art of sales. The book is designed to teach the reader how to: bull; Introduce him or herself to the customer. bull; Ask specific questions. bull; Develop relationships with potential and returning customers. bull; Close the deal. This is a different approach from many sales gurus, focusing on form and substance over volume; helping the reader understand how to maximize commissions on each deal. The book is a must have for anyone seeking longevity in their sales career. Anthony G. Perry, a professional salesman, motivator, and lecturer has devoted a career to the sales industry that spans three decades. He lives in Indianapolis, Indiana, with his wife, two daughters and dog.

Additional Resources

2-Minute Pitch Outline - Seattle University
• Write out your pitch first to make sure you have the key points. • Do your homework and research. • Show your audience why there's a problem or opportunity and how your solution …

Two-Minute Pitch Structure Start with a Powerful Problem …
Two-Minute Pitch Structure 1. Start with a Powerful Problem Statement (20 seconds) Clearly define the specific, significant problem your company addresses. Emphasize why this …

Two-Minute Commercial, aka "Elevator Speech" - University of …
This should be a 30 second to 2 minute "commercial" of the student's education, relevant experience and unique strengths. This can also include why the student is interested in a …

Elevator Pitches: Showcasing Your Business, EC-762-W
Content: Explains the steps involved in developing and delivering an elevator pitch and presents specific examples for small businesses. Outcome: Readers will understand and be able to take …

Pitch Deck Example - Harvard Business School
•The goal of your pitch deck is to give a snapshot of your investment opportunity, taking into consideration your impact, growth potential, viability, and the ability of your team to execute …

The 30 Second Elevator Speech - tntech.edu
These 10 speech topics will help to write a carefully planned and prepared presentation that grabs attention and says a lot in a few words. This format suggestion helps you to avoid creating a …

US Elevator Pitch Winning Example - Best 3 Minutes
CUP AD Pitch – Elevator Pitch Winner https://youtu.be/i6O98o2FRHw Two minute Pitch transcript NOTE - he says 411 words in two minutes! That's way too fast. Most people can only process …

Secrets of the 2-Minute Pitch - PAGE Awards
Here are some of the best ways to convince a producer, agent or executive that your script is worth considering – plus a free bonus tip at the end! Prepare for your pitch by thoroughly …

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Example: I have seen so many children start with us and are now confident swimmers who can swim across the pool. Feel free to reference a story of a specific child who has progress in our …

Step 1: the Pitch What can I offer - Carnegie Mellon University
Sample pitch #1 for a career fair "Hi, I'm Amelia Malkin. I am a Junior Business Administration major in the Tepper School of Business completing a track in Finance. Last summer I interned …

Pitch Development Guide - commercialisationplus.org
Step 1: Decide which pitch option best suits your needs, or the length of the meeting. If you need help go to the Pitch development aid. Step 2: Take a moment to read through the Useful tips …

Interview Pitch Lab - Students
Start with your undergrad or first job; link to this role. 5. Wrap up, and link to the industry / function / company. 4. State why CBS and how you're enhancing skills. 2. Talk about your career and …

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Whether you're pitching to investors, customers, or partners, your goal is to leave a lasting impression. This guide explores diferent types of pitches and ofers practical steps for creating a …

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in 2 Minute Business Pitch Example . This emotionally charged ebook, available for download in a PDF format (PDF Size: *), is a celebration of love in all its forms.

2024-25 Competitive Events Guidelines - Future Business …

Event Type: Team of 1, 2, 3 or 4 members Event Category: Presentation Event Elements: Presentation (Pitch) Presentation Time: 3-minute set-up time, 1 0-minute presentation time, 5 …

Pitching Investors: The Ultimate Pitch Bible - JumpStart
investor pitch. Most of the example slides displayed throughout this document will be the actual pitch deck used by a company called Beegit. You can watch the full 13-minute presentation on …

Lesson Plan 4: Pitching Your idea - scert.delhi.gov.in
• Take 2 minutes and individually think of how you will sell the object if this was a market full of your customers. • Time to listen to all the Sales Pitch from you!! Come forward and present …

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Secrets of the 2-Minute Pitch Page !2!!! Secrets of the 2-Minute Pitch! ! by Michael Hauge ! The opportunities in Hollywood for 20-minute pitch meetings are fairly rare, especially for newer …

Personal Brands, Part 3: The “Elevator Pitch”
each pitch, students should complete (brief!) feedback sheet (Handout B; make enough copies so each student has enough slips to complete one for each presenter). Students

Coach’s Guide Mastering the Elevator Pitch - Transformation …
idea that introducing yourself and your business should not take you longer than it would to ride in an elevator—so 30 to 60 seconds. But don’t worry if you don’t regularly find yourself in ...

Workshop 4 - UMass Lowell
demonstrate the business opportunity to the judges. Research!! Research!! Research!! Don’t exceed the time limit— 5 Minute Pitch—Practice!! Don’t forget the Resource Slide—What do …

Entrepreneurship Activities Curriculum - Realityworks
4 . These lessons focus on a variety of topics relating to entrepreneurship. Each lesson is a standalone lesson that can be used to teach participants about what it is like to be, think, and …

THE ELEVATOR PITCH - American English
present a new business idea or product to colleagues or investors. This technique is called the elevator pitch.” 2. Ask students what an elevator pitch might be and why it is called an elevator …

Crafting Your Advocacy Message - thenationalcouncil.org
An elevator pitch is a common type of advocacy message used when a speaker has a very short period of time to spur someone’s interest (usually less than 1 minute). Everything about crafting …

How to Write a 30-Second Elevator Speech - Illinois workNet
An elevator speech or pitch is a brief summary used to quickly define a

person, service, product, etc. Start writing your 30-second elevator speech by answering the following questions. Then …

Two-Minute Pitch Structure Start with a Powerful Problem …
Explain the Business Model (30 seconds) Outline your approach to bringing the solution to market and generating revenue. Include your key customer segments (e.g., hospitals, clinics, payers), …

Examples by Industry Elevator Pitches - cdn.uconnectlabs.com

1. Write your pitch down and review it. 3. Practice! 4. Be careful about using jargon. 5. Keep your business cards on hand. Be prepared to tailor your pitch to any audience and practice! …

Creating an Elevator Pitch Worksheet - Albany State University
We are a minority, woman owned business that employs 35 local residents of Lowndes County _____ _____ _____ _____ 4) How do you do it- Give a concrete example or tell a short story, …

TOEFL ITP Practice Tests
a variety of subject areas (for example, sciences, social sciences, arts, business) and are written in an academic English style. A wide variety of academic texts are available on the internet as …

Pitch a Story - SchoolJournalism.org
one. They should write up their pitches and be prepared to pitch them to their peers in class. Assessment Students should be given credit for completion of homework and a summary of …

Watch Out for Sharks! - University of Oklahoma
Students explore successful and failed company products and begin their own business plan outline. Explain Students learn more about the common elements of a business plan and what …

Elevator Pitches for Scientists: What, When, Where and How
I follow three simple steps to prepare my elevator pitch: (1) eliminate jargon terminology; (2) draft the elevator pitch on paper; (3) practice the elevator pitch out loud with friends and family …

The Pitch Canvas© Explained DO I HAVE TO COVER ALL 11 …
Ensure you stand out by focusing on your key strengths, as a team and as a business., For example: you can start with the Pain, or Why You? The Team can come earlier in the ... If you …

Pitch Development Guide - commercialisationplus.org

1. A 2-3 minute introduction pitch, or 2. A 10-15 minute investor/customer presentation on the value of your technology solution. Note The aim of both of these pitches is to start a …

5 Steps To Your 60 Second Business Pitch - NSW …
Business Pitch The 60 second business pitch, elevator pitch, sales manager moment, whatever you would like to call it, is a vital piece of your business. Especially if you are a part of …

STAGE 32 PITCHING TEMPLATE www.stage32.com/happy …
Stage 32 Happy Writer Pitch Sessions! This template will help you craft your written or verbal pitch. Please note that this is a template only - it's a reference point for you to start from and …

The Investor Pitch - Investment Council
exhibition stands know the drill very well although they rarely get 2 minutes. If they are lucky they might get 20 seconds. There is a lot to be learned from building a 2 minute pitch on your …

Elevator Pitches: Showcasing Your Business, EC-762-W
An elevator pitch is valuable any time you (or another individual from your business) has a small window of opportunity when meeting someone to (1) make a good first impression, (2) convey …

Elevator Pitch Guide
Aim to have a 30-45 second elevator pitch summarizing who you are, what you do, what your skills are, and why you'd be the perfect candidate. Your elevator pitch should aim to answer …

Pitch Day/Start-Up Challenge Playbook - wyomingbusiness.org
The first step in making a decision regarding a Pitch Day is to determine whether, in fact, such an event would contribute to the mission and values of the organization. For example, the stated …

Pearson Example Assessment Briefs Business - Higher …
2.2 Training Video – Pearson-set Assignment for RQF Pearson BTEC Higher Nationals 2 2.3 Support for Quality Assurance and Assessment of BTEC Higher Nationals 3 3 Example …

One-Minute Elevator Pitch - College of Public Health, The …
One-Minute Elevator Pitch Who you are. Your name and something that differentiates you from your peers (major/degree, athlete, veteran) ... For example, "If your ... contact your business …

Effective Slide Design - University of Missouri Graduate School
Mar 3, 2018 · Example Slide Layout Note: Standard size (not widescreen), horizontal format Title of Your Presentation (Arial font, 24 pt) Your Name (Arial font, 18 pt) [This is your content area] …

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A simple template for pitching research - Universidad …
In Section 2, I pitch ‘pitching research’. In Section 3, I then formally present the template and briefly discuss the underlying philosophy. Section 4 o ers advice to the pitcher and pitchee, …

DOCUMENT RESUME SO 026 517 AUTHOR Rank, Hugh TITLE …
Dec 10, 1990 · The Pitch: How To Analyze Ads. 2nd Edition. ISBN-0-943468-03-5. 91 160p.; For the first edition, see ED 240 596. Counter-Propaganda Press, Box 365, Park Forest, IL ... Ads …

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3 Minute Pitch Framework = 420-450 Words/25-27 (short!) Sentences This is a fillable pdf - You can write your script or outline in the gray blocks below, and save it. “Choose where you will …

OCR Level 1/Level 2 Cambridge National in Enterprise and …
MB1: 1 - 2 marks MB2: 3 - 4 marks MB3: 5 - 6 marks Basic or no support offered to peers during their practice pitch. Limited refinement of pitching skills, pitch plans and supporting materials …

Sawing Basics - Detroit Band Saw
3-4 Pitch. 3 ½ TPI: 4-6 Pitch. 5-8 Pitch: 5 TPI. 6 ½ TPI: 6-10 Pitch. 8 TPI: 10-14 Pitch . 12 TPI: Example: Calculate the number of teeth in the cut for the following: 4” bar stock, using a 3-4 …

Movie Pitch Sample Proposal
business documen ts. Click here to purchase Proposal Pack Entertainment #8 . The sample below does not include all of the sample’s content. The complete version is included in every …

THE 20 MINUTE BUSINESS PLAN: BUSINESS MODEL …
example below says ‘Revenue stream 1 is driven by Persona 1′s involvement with Propositions 1 & 2; Revenue Stream 2 is driven by Persona 2′s involvement with Proposition 2; and Revenue …

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Entrepreneurs, business professionals and community leaders are invited to serve as judges. Most judging can be completed remotely via the Diamond Challenge website. A total time …

Cambridge NATIONALS LEVEL 1/2 ENTERPRISE AND …
Producing effective visual aids Unit R066 Market and pitch a business proposal LO3 Be able to pitch a proposal to an audience LO4 Importance of self-review and development Unit R066 …

Copy of Elevator Pitch Guide - Waynesburg University
A good way to keep the pitch conversational is to memorize a general outline or key points of your speech and adapt your pitch for each person you give it to For example, if you're talking to …

The ultimate Guide to Pitching - Shore Scripts
This guide is going to look at why you need to perfect your pitch, the basic elements of a pitch, where to find pitching opportunities, and much more. WHAT IS A PITCH? There are several …

1 A PITCH FOR MICROFINANCE: A Senior Project - Cal Poly
2 About Microfinance Microfinance refers to the idea of providing financial service to low-income clients. An example of this would be helping fund small business entrepreneurs in third world …

ROBIN HOOD INVESTORS CONFERENCE - Greenlight Capital
15 Minute "Stock Pitch" Ride DAVID EINHORN 10/23/24 @ 01:55 PM START Preview 432 Here Now Welcome to the Peloton 15-minute low intensity Stock Pitch Ride. I'm David Einhorn and …

Elevator Pitch Worksheet - California State University, San …
Elevator Pitch Worksheet. A n e l e v a t or pitch is e ss en tial for c ollege s t udent s wh en n etworking wit h car eer pr o fessionals a nd. a t t en d in g c a reer rel ated ev en ts su c h a s c …

Preparing an effective one minute pitch - face2faceHR
Preparing an effective one minute pitch Part of your marketing plan will be attending business networking events, and at most of these, there is the opportunity to "pitch" your business to the …

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Pitch-Characteristics of Successful Entrepreneurs…. FinTech Ground Zero One Minute –Pitch Practice (Volunteers Needed) –Starbucks Card Reward Making the Pitch: 5 Marketing Lessons …

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