



Session 13: Putting It All Together

Overview This session addresses how to write a compelling description of a business concept and deliver a persuasive pitch.

- Key Points**
- ❖ Writing a business concept and pitching it to others is necessary to gain buy in for your ideas.
 - ❖ Gaining buy-in requires capturing interest, selling the team, and selling the idea.
 - ❖ Investors invest in people more so than ideas; people who are perceived as possessing expertise and trustworthiness have the greatest potential to influence others.

- Discussion Questions**
1. Do you think investors are wise to emphasize people over ideas? Why?
 2. Is there someone who you always (never) believe? What makes him or her so (un)trustworthy?
 3. Most people find it hard to turn off a television show or video after watching the first few minutes. Why do you think that is? Has it ever happened to you?

- Additional Resources**
- [Five Lessons from 150 Startup Pitches](#)
 - [A Dozen of the Best Startup Pitches on the Web](#)
 - [Being Persuasive: Winning People Over](#)
 - [The Perfect Elevator Pitch](#)

Possible Assignments

1. Write a headline for your business concept that is less than 10 words.
2. Develop a story about your customer's pain that takes less than 30 seconds to tell.
3. Review your written business concept or pitch. Then list at least 5 things you have included to enhance the audience's perception of your credibility (expertise & trustworthiness).

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