



Student Activity

From Idea to Launch: Business Pitch Planner

Name: _____ Date: _____

Business Name: _____

Part 1: Choose Your Business Idea

1. What is your business idea?

Write one sentence that explains what your business does.

2. What problem does your business solve?

What is annoying, risky, expensive, slow, confusing, or stressful for your customer?

3. Who is your customer segment?

Be specific. Do not write “everyone” or “students.” Example: “students who sell used tech and want privacy.”

My customer segment is:

4. What do customers do now?

How do people currently solve this problem?

5. Stress test your idea.

What could stop this business from working?

Check any that apply:

- ☐ Customers may not trust it.
- ☐ The price may feel too high.
- ☐ There may be school rules or limits.
- ☐ It may take too much time to run.
- ☐ There may be too much competition.
- ☐ Customers may not know about it.
- ☐ Other: _____

6. How could you make the idea stronger?

Part 2: Build Your Business Model

1. What will your business sell?

- ☐ A product
- ☐ A service
- ☐ A fee per transaction
- ☐ A membership or subscription
- ☐ Other: _____

Explain:

2. How will your business make money?

3. What costs might your business have?

List at least three possible costs.

4. What price would you charge?

I would charge: \$_____

5. Why does this price make sense? Why would your customers feel like the price is worth it?

Optional: Breakeven Check

If you have startup costs, answer these questions:

Startup cost: \$_____

Profit per sale: \$_____

Breakeven point = startup cost ÷ profit per sale

How many sales do you need to break even? _____ sales

Part 3: Value Proposition and Marketing

1. Write your value proposition.

A value proposition explains what you do, who it helps, and why it is worth choosing.

Use this frame:

We help _____ by _____ so they can _____.
(Who is the customer?) (What do YOU do/sell/serve?) (How does your customer benefit?)

My value proposition:

2. What makes your business different?

Why would customers choose your business instead of another option?

3. How will you promote your business?

Choose one promotion strategy.

- ____ Flyers or posters
- ____ Morning announcement
- ____ School social media or online post
- ____ Word of mouth
- ____ Demo or sample
- ____ Before-and-after photos
- ____ Other: _____

Why is this a good way to reach your customer segment?

Part 4: Write Your Business Pitch

Use the frame below to draft your pitch:

My business is called _____.

It helps _____ who need _____.

The problem is _____.

Our solution is _____.

Customers would choose us because _____.

We make money by _____.

We will reach customers by _____.

My Pitch Draft

Part 5: Peer Feedback

Write the name of the presenter you are reviewing.

Presenter: _____

Business Name: _____

Peer Review Checklist

Check each item you heard in the pitch.

- ___ The pitch explained the customer problem.
- ___ The pitch named a specific customer segment.
- ___ The pitch explained the solution.
- ___ The pitch gave a reason customers would choose it.
- ___ The pitch explained how the business makes money.
- ___ The pitch included a promotion strategy.
- ___ The pitch was clear and easy to understand.

Feedback

One thing that worked well:

One question I still have:

One suggestion to make the pitch stronger:

Part 6: Revise and Reflect

1. What feedback did you receive?

2. What will you revise in your pitch?

3. What would you test next before launching this business?