



07930 157543  
info@eaglei.uk.com  
www.eaglei.uk.com

---

## PITCHING FOR BUSINESS

1. **HOOK.** What is going to grab your audience in the first 30 seconds?
2. **ISSUE.** What problem does your product/service solve?
3. **MARKET.** Who and size? *Be specific*
4. **REVENUE.** How will you and your investor(s) make money?
5. **COMPETITION.** Who are they? What are the risks?
6. **TEAM.** Who are you working with? *Credibility is key*
7. **TRACTION.** What have you done to date?
8. **ASK!** *What are you looking for? How much investment/support do you want/need?*
9. **KEEP IT REAL.** *Be honest*
10. **KISS** (Keep It Simple Stupid!) Would your grandma understand?