

HOW TO PRESENT YOUR BUSINESS

BIG
CHALLENGE

BUSINESSES OFTEN NEED TO PRESENT THEMSELVES TO OTHER PEOPLE.

Whether it is providing information to your customers to convince them to buy your product or service, or presenting to a panel of judges, you only have a few minutes to include all the information they need to make a decision. So you have to make it count!

THE PRESENTATION IS SOMETIMES REFERRED TO AS A 'PITCH', AND SHOULD ANSWER THE FOLLOWING QUESTIONS:

1. WHO IS BEHIND THE COMPANY?

Tell the judges a little bit about your team's background and achievements. Why did you pick the people you did?

2. WHAT IS YOUR PRODUCT OR SERVICE?

What did you do to make money and why did you choose it? How easy was it? Can you add other products or widen the service in the future?

3. WHAT IS INTERESTING ABOUT YOUR BUSINESS OR MARKET?

Did you decide on your idea because there was a gap in the market? Did your market research show that there would be lots of customers?

Can you put a figure on the number of people each year who use your product or service?

4. WHO ARE YOUR CUSTOMERS?

Who did you sell to and how did you tell them about your business? How big was your market and do you think you sold to as many people as you could? How easy was it to sell away from school?

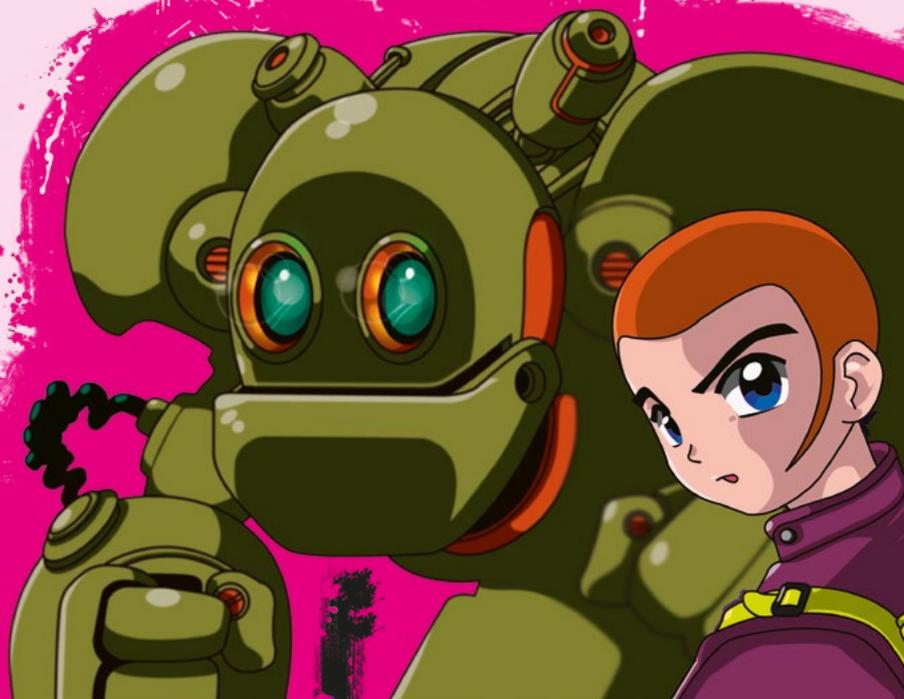
5. HOW MUCH MONEY HAVE YOU MADE?

How much did you spend on making the products to begin with? How did you use the start-up money? Could you have made more profit, by reducing business costs or charging more? How did you decide on the selling price?

6. WHY HAVE YOU BEEN SUCCESSFUL?

Was it good communication to your customers? Was it being in the right place at the right time? Were you offering something no-one else was?

REMEMBER Your audience will also want to see enthusiasm and smiles. No-one knows more about what you did than you do – so don't be nervous!



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Three steps to perfecting your presentation...

STEP ONE

Write down answers to the questions above as a starting point. Prepare a powerpoint presentation if you wish, to help you remember what you need to include.

STEP TWO

Use posters, flyers and other 'visual aids' to show what you did and how you marketed your business.

STEP THREE

Practise, practise, practise. You will appear more confident if you can remember what you need to say without reading it!

BiG CHALLENGE EXAMPLE

If you are shortlisted in the BiG Challenge you will be asked to present to a panel of judges.

As well as sticking to our three steps, you may also like to reflect on the things that you have learned as a team and what you would change if you did it again.

The judges like to hear about business decisions that you had to make as you went along and any issues that you had to resolve.