

# Pitch Checklist

Pitches should answer the following questions:

	Pitch 1	Pitch 2	Pitch 3	My Pitch
Who are you?				
What's the challenge or problem your idea solves?				
How does the idea solve the challenge or problem?				
Who are you selling to?				
Who are the competitors and how is your idea better?				
What is the price? How will you make more money than you spend?				

## Public Speaking

	Pitch 1	Pitch 2	Pitch 3	My Pitch
Emphasis on important words				
Hand gestures				
Facial expressions				
Change tone of voice, speed, and intonation				
Eye contact with audience/camera				

## Persuasive language

	Pitch 1	Pitch 2	Pitch 3	My Pitch
Ask a question				
Tell a story				
Use of humor-funny				
Catch phrase or saying				