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BE THE FUTURE

How to make a business pitch

1 Look at other successful social enterprises

Is there a business that exists already that you're inspired by?

Are there any companies that aligns with your values?

What do they do?
How do they do it?

Look at some case studies or research successful social enterprises.

2 Generate ideas

Now you know what makes a successful social enterprise, take some time to come up with some key ideas or concepts. What are you passionate about?

What impact do you want to make on the world?

Let it all out. Then, once you're out of ideas, fine-tune some of the better sounding ones.

3 Fine-tune your ideas

Take some time to pick out some of your better ideas, and think about

how it will make a profit while meeting one of the UN's sustainability goals.

Editing can be the hardest part.

Keep going.

4 Pitch!

A successful pitch lets people know what the enterprise will be selling, how it will be creating the product or service, and why it will be a success.

Make sure you have good lighting, a bright and enthusiastic demeanor, and show your passion!