**INTRODUCTION TO ENTREPRENEURSHIP**

**Learning Outcome 4: ACTIVITY 1**

**Create a business plan and pitch for a business idea (preparation exercise): developing your pitch**

With your study partner, develop a list of what makes a great pitch and include how you will include them in your elevator and full pitch.

|  |  |
| --- | --- |
| **Attribute** | **How I will include it?** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |