

The Perfect Pitch

A 60 second pitch should be, in total, 150 words. You should try to include the following.

Hook - how can you grab peoples' attention?

- Compelling / shocking
- Human Element
- A question
- A statistic

Problem - what problem are you trying to solve?

- What is the size of the problem?
- Why should people care?
- Keep it simple!



Solution - What makes it unique?

- Why is it a game-changer?
- Why is it different to other products/services out there?
- Do you have a patent or applied for one?

Opportunity - What is the opportunity

- Market size: reachable / total addressable market
- What market research have you done?
- Traction to date; proof of concept, sales, research, investment, customers, orders
- Any press coverage, endorsements or awards?
- Competition / risk awareness - who are your competitors

Business Model - What's the business model

- Revenue streams; ecommerce, subscription, advertising, affiliate
- Year on year sales/projections ... simple, believable numbers
- Product market fit/ Route to market
- Key partners

Team - Who's in your team

- What are their skills/experience
- Any mentors, advisors, non-execs
- What does the future team look like?
- Any skills gaps ..?

Guidance for parents/carers keeping children safe online

Most children have a positive experience online, accessing educational resources and entertainment and connecting with friends and family.

Spending time online can be very beneficial for children, particularly at the moment, but we recognise that many parents may worry about online safety.

Reduce the risk.

[UK Council for Internet Safety](#) has guidance on minimising children's exposure to risks online.