

Madison Public Market's MarketReady Program



It's Time for the Pitch!

What is a pitch? A pitch is an effort to convince others that your idea for business is a good one. The selection committee will review your pitch, along with your application, as they make their final decisions.

The Pitch

- ✓ Is 3 minutes long
- ✓ Answers four questions:
 - **What is your business and what makes it different?**
 - Successful businesses do something useful for their customer. What does your business do for your customer? What does your customer want?
 - **What does success in the public market look like for your business?**
 - Everyone has a different idea of success. What does success for your business feel like to you? Maybe it's making lots of money and feeling financially secure, or having a positive impact on the world. It might be the opportunity to share art or your creation or the chance to be your own boss.
 - **Who is the audience or target market for your business?**
 - Who is most likely to buy your product? What other items do they like to buy? Are they big spenders or are they thrifty? What are they like? What brings them to your business?
 - **What is the biggest fear or challenge for your business?**
 - Everyone has fears and challenges. Understanding them is the first step to conquering them.

Tips for Presenting

- ✓ Write out what you'll say ahead of time. Try using note cards to organize your thoughts.
- ✓ Practice out loud with friends or family. Time yourself and keep it to 3-minutes. Consider recording yourself with a phone or camera.
- ✓ Take it slow
- ✓ End your presentation with something that the audience will remember.
- ✓ Watch the webinar! The webinar has additional tips and explores this information in-depth.

DATE: 4-7pm Wednesday, **August 2** & 8-11am Friday, **August 11**

The conference room at FEED Kitchens (1219 N. Sherman Ave) will be open for you to work on your pitch.

Recording

- ✓ Dress to impress, but you don't need to wear a suit or buy anything new. Make sure you feel comfortable.
- ✓ Practice, practice, practice. If you practice with notecards, don't read them to the camera.
- ✓ Have you answered the 4 questions?
- ✓ Don't be afraid to show your passion

WHERE: WWBIC Office in Villager Mall, 2300 S. Park Street room 103.

WHEN: Sign-up for a 20 minute time slot and make sure that you arrive 10 minutes early.

