

HINTS AND TIPS FOR DRAGONS' DEN PITCH



**SOCIAL
ENTERPRISE
ACADEMY**

Now you have come up with your Social Enterprise idea, it's time to make a pitch to the Dragons for a chance to win £100 worth of funding! This is your opportunity to tell everyone about your idea – it's your moment so don't worry about anyone else – just think about what you want to say,

THINGS TO MAKE YOUR PITCH AMAZING

- Relax, speak clearly and don't rush
- Be passionate about your idea
- Lift your head up as you talk and look at the camera
- Alter your tone and vocabulary for effect
- Use props and pictures to help support your pitch
- Make it clear what your social purpose is, what your product or service is and how you will make money.

QUESTIONS TO CONSIDER

- What is your social enterprise called and why is it a good name?
- Who or what are you trying to help and why? Your aim?
- How are you planning to make a difference with your social enterprise?
- What is your trading activity and why will it be successful?
- Who are your target customers and what do you know about them?
- Who are your competitors and what do you know about them?
- What is your brand and how will you promote your social enterprise?
- When and where will you sell your product or service?
- How much will you sell your product or service for?
- What do you plan to do with your profit?
- What skills are needed in setting up and running your social enterprise?
- What skills do you think you will develop during the process?