



## 2.7 Communication and pitching the business plan

Recommended literature:

Sherwood, M. (2017). The Authority Guide to Pitching Your Business: How to make an impact and be remembered—in under a minute! (Vol. 17). SraBooks.

# Steps in starting a business



- Step 1 – Why are you writing a business plan?
- Step 2 - Define your vision
- Step 3 - Set your goals and objectives for the business
- Step 4 - Define your value proposition
- Step 5 - Know your market - Target Market & Competition
- Step 5 - Know your customer
- Step 6 - Research the demand for your business
- Step 7 - Set your marketing goals
- Step 8 - Define your marketing strategy
- Step 9 - Financial Plan
- Step 10 – Risk assessment
- Step 11 - Take Action!

# Business plans



How to write a business plan 1

How to write a business plan 2



# Communication vision



- Listen & be listened to
- Keep it simple
- Use metaphors, analogies & examples
- Use many different forums
- Repeat the message
- Lead by example
- Address small inconsistencies

**Source:** Kotter, J. P. (1996). *Leading change*. Boston, MA: Harvard business School press.

# To communicate the business value



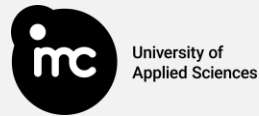
Film: Tutorial about pitching the business plan

# Acknowledgments



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