

Venture Brief and Individual Pitch Record



NAME _____ DATE _____ PERIOD _____

Group venture brief

Venture name: _____

Group members: _____

1. THE PROBLEM AND CUSTOMER

The problem is _____ for people who _____.

2. THE IDEA

Our product or service is:

3. WHY SOMEONE WOULD CHOOSE IT

People may use this instead of _____ because:

4. BIGGEST CHALLENGE

The hardest part of creating or delivering the first version is:

5. OUR CALL AND EVIDENCE

Our call is **Move Forward / Needs Work / Abandon It** because:

6. WHAT WE NEED TO START

People, tools, time, or money needed for a first version:

Individual pitch record

My speaking job: _____

The two points I must say clearly:

- 1. _____
- 2. _____

One question an investor may ask and my evidence-based answer:

One pitch I observed

Venture: _____

Star - specific evidence that was convincing:

Wish - one change that would make the idea or evidence clearer:

Work ethic is visible in actions

Circle one: **integrity / preparation / dedication / perseverance / reliability**

Describe one action you took before or during the pitch that shows this quality. Then explain how the same quality can matter for both a business owner and an employee.

Done when

- ☐ The group brief has all six sections.
- ☐ I prepared and delivered, recorded, or wrote my speaking job.
- ☐ My feedback names evidence, not whether I personally like the idea.
- ☐ My work-ethic response names an action and compares owner and employee use.