# WEC Grant Program 2022 Workbook

### **DEVELOPING & ASSESSING ELEVATOR PITCHES**

## $\oslash$

### PITCH IT! GRANT PROGRAM

#### **1. Introduction**

This workbook outlines the WEC Pitch It! Grant Program's Masterclass and rubric components. WEC promotes interpersonal and professional development by fostering a standard of excellence in entrepreneurship. Each year, WEC recognizes and awards entrepreneurs for their hard work and dedication to their community. The WEC Grant Program is purposed to provide valuable tools to entrepreneurs to pitch their brand in the marketplace to potential investors and clients and to provide financial support.

#### 2. Overview of the WEC Pitch IT! Modules

The Pitch IT! Grant Program consists of five Masterclass workshops, six Pitch It! scoring components, reflective exercises, and readings. The WEC Pitch IT! Modules are broken into four focuses outlined in figure 1.

#### FIGURE 1

**1. Better Business:** Applying systems/strategies to solve problems through their business. Tools to adapt to a changing market.

2. Goal Setting: Entrepreneurs are empowered to think creatively to foster innovation.

**3. Perfecting the Pitch:** Purposed to equip leaders with effective pitching tools to acquire new business partnerships, investments, and clients.

**4. Money Management:** Purposed to provide information on business and mindset principles that will help set a profitable course for business.

#### 3. Masterclass Lessons and Learning Objectives

The Pitch IT! Masterclass in divided into six lessons with corresponding learning objectives shown. Prior to starting the masterclass, grant program entrants will self-assess their confidence level with statements related to oral communication and persuasive speaking. After completing the masterclass, grant program entrants will re-assess themselves with the same questions and reflect on changes in their attitudes and perspectives.



#### 4. Price is Right- Pitch IT! Workshop

The Price is Right! lesson introduces terminology and concepts associated with the WEC Pitch IT! competition and elevator pitches. The lessons include opportunities to practice collaboration, foster creative thinking, embrace confidence when pitching products/services, and reflect on both successful and unsuccessful elevator pitches in a whole group setting.

#### The topics in the lessons include:

- Collaborating with Team Members
- Identifying a Market Need/Problem
- Applying Creativity to a Solution
- Creating a Valuable Solution

- Identifying Stakeholders and Investors
- Identifying Potential Clients
- Constructing a Pitch
- Talking to a Large Audience
- Creating Exigence for the Proposed Solution Converting feedback into Action

## COLLABORATION-Use this space to write down ideas.

### **Better Business | The Price is Right**

SCORING CRITERIA	GUIDING QUESTIONS
PRODUCT	Are you an expert when it comes to your product/service?
PROBLEM THIS BUSINESS ADDRESSES	Is the problem identified serious and not being addressed?YESNO
MARKET SIZE TO SERVICE	Is there a large market for this business to service?
SOLUTION/ COMPETITIVE ADVANTAGE	Is the solution innovative or game changing? YESNO
PROFIT POTENTIAL	Does this business has a high potential for profitability? YESNO
CALL TO ACTION	Did your presentation included a catchy call to action?YESNO
CALL TO ACTION	Did you make a compelling case? YESNO