



WEC Grant Program 2022 Workbook

DEVELOPING & ASSESSING ELEVATOR PITCHES





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

<p>1. Better Business: Applying systems/strategies to solve problems through their business. Tools to adapt to a changing market.</p>
<p>2. Goal Setting: Entrepreneurs are empowered to think creatively to foster innovation.</p>
<p>3. Perfecting the Pitch: Purposed to equip leaders with effective pitching tools to acquire new business partnerships, investments, and clients.</p>
<p>4. Money Management: Purposed to provide information on business and mindset principles that will help set a profitable course for business.</p>

3. Masterclass Lessons and Learning Objectives

The Pitch IT! Masterclass is 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.



Better Business | The Price is Right

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