

Session 02 Assignment: Start a Pitch

You may have heard about the famous “business plan on a napkin” idea? Keep that in mind. This assignment is not to write a business plan. It is to complete a Pitch, which is a simpler, more condensed form.

Use the LivePlan Pitch form to explain your business opportunity. You don’t need to fill out the whole form; we’ll be covering much of it in future sessions. For this assignment, complete only these sections:

- Headline
- Problem worth solving
- Our solutions
- Competitive landscape

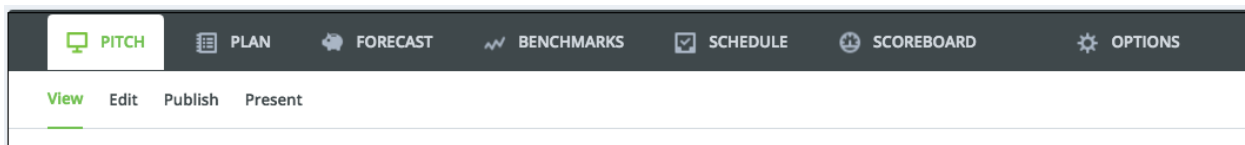
As we move forward in class and cover the other topics in the Pitch, you may want to come back and add your notes to those sections.

Your work on this assignment should cover the following three points:

1. Identify and explain a problem or need that your business idea would solve. Remember, you don’t have to limit yourself to physical needs, because wants and intangibles – prestige, good looks, business success, etc. – are also valid.
2. Explain how your new business idea fills the need or satisfies the want.
3. Identify several competitors for your business. (Remember, every business has some kind of competition.) Who will you be competing against for the attention and dollars of your target customer? How is the solution you offer better than those offered by the competition?

Accessing the LivePlan Pitch:

Go to app.liveplan.com. Log in with your email address and password. Once logged in, click on the Pitch tab, as shown below:



If you need help with LivePlan, see this page, [Preparing your pitch](#).