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2016-1-DE02-KA202-003277

*Identifying and Pitching a New  
Business Opportunity:  
Session 3  
Pitching a New Business  
Opportunity*  
[Name of Facilitator Here]

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



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## *Overview*

- ◆ Aims and Learning Outcomes
- ◆ Setting the Scene
- ◆ Developing the Pitch
- ◆ An Effective Pitch
- ◆ Summary



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## *Overall Aim*

◆ The overall aim of this workshop is to:

*Review how to pitch an opportunity for a new green business or a project in an existing green business to others*



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## *Learning Outcomes*

- ◆ By the end of the workshop, you will:
- ◆ Understand the “how to’s” associated with an effective pitch of a new business opportunity
- ◆ Be able to develop a plan for a new business opportunity
- ◆ Be able to develop a pitch for a new business opportunity



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## *The Learning Process*

- ◆ Some taught input
- ◆ Group work
- ◆ Individual reflection
- ◆ ... and learning and fun



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## *Setting the Scene*

- ◆ A key step in being able to move from idea to action in starting and developing a green business is being able to effectively present the key elements of the business model to others
- ◆ Often businesses fail to start not because of the viability of the business idea but the inability of the individual to effectively pitch the idea to others
- ◆ But what makes an effective pitch?



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## *Setting the Scene*



Source: <https://www.youtube.com/watch?v=mXytRC0k-K8>



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## *Setting the Scene*

- ◆ What makes a bad pitch?
- ◆ In small groups, identify the characteristics of a bad pitch
- ◆ Identify an image or picture that summarises what a bad pitch means to you?



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## *Developing the Pitch*

- ◆ There are a number of issues to work through related to both the format of the pitch and its presentation
- ◆ It is important to invest time in researching the different ways to pitch an idea and the key “how to’s” associated with an effective pitch
- ◆ This is particularly important now given that there are different ways to pitch a business idea to others



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## *Developing the Pitch*

- ◆ Traditionally the pitching of an idea would have involved writing a plan and then discussing the plan at a meeting with an external stakeholder such as the bank
- ◆ However, technological developments, business idea competitions and TV shows have identified that there are different ways to pitch an idea to others



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## *Developing the Pitch*

- ◆ Different ways to pitch an idea include:
  - The use of Twitter to summarise a business idea within 140 characters
  - A five to ten minute video which summarises the opportunity, idea and business model
  - A five minute pitch to a panel of investors where you demonstrate your product or service
  - A PowerPoint presentation within outlines the key aspects of the business model and its development
  - A detailed business plan



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## *An Effective Pitch (1)*

- ◆ **Key elements of an effective pitch include:**
- ◆ Understanding your audience – both in terms of their needs and the style of pitch
- ◆ The rule of three – don't try to cover too much within the time you have as the brain can only remember so much
- ◆ Evidence of change – demonstrate that research has been undertaken and the idea has evolved
- ◆ The importance of the value proposition – make the connection between need, value and action





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## *An Effective Pitch (2)*

- ◆ **Key elements of an effective pitch include:**
- ◆ Demonstrate an understanding of the characteristics and needs of the customer groupings
- ◆ Be comfortable with the finances - it will provide others with a confidence that you understand the dynamics of the business
- ◆ Thinking ahead - the pitch should not only reflect on the current vision for the business but also plans for the forthcoming 12 to 18 months
- ◆ In addition you need to be comfortable with the presentation of the pitch – practice is important here!



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## *An Effective Pitch: Activity*



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## *An Effective Pitch: Activity*

- ◆ **The issue of food waste**
- ◆ Approximately one-third of all food produced globally is never eaten
- ◆ There are a number of reasons for this – an important element is food waste
- ◆ Food waste refers to food appropriate for human consumption that is deliberately discarded



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## *An Effective Pitch: Activity*

- ◆ **The issue of food waste**
- ◆ We keep throwing perfectly good food away - e.g. over 10 million tonnes of food are binned each year in the UK. This equates to approximately 25 per cent of a weekly shop for a household
- ◆ However, at the same time, use of food banks is increasing



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## *An Effective Pitch: Activity*

- ◆ **The issue of food waste**
- ◆ In the UK, it is estimated that 10 million tonnes of food and drink waste arises post-farmgate each year, 60 per cent of which could be avoided. This has serious economic, environmental and social implications and impacts.
- ◆ Globally, methane gas from food waste in landfills makes up seven percent of total greenhouse emissions.



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## *An Effective Pitch: Activity*

### ◆ **An Activity:**

- ◆ In small groups, come up with as many business ideas to address the issue of food waste as you can in five minutes
- ◆ Then agree on one idea for a new venture from the brainstorm
- ◆ Develop a five minute pitch for a panel of investors – this should take between 30-45 minutes



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## *An Effective Pitch: Activity*

- ◆ The pitch needs to address the following:
  - The value proposition
  - The key target groups of customer
  - The channels which would be used to reach those customer groupings
  - The type of relationship would you have with your customers
  
- ◆ Remember the rule of three in your pitch



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# *An Effective Pitch: Activity*



## What is OLIO?

[Our story](#)

[Our impact](#)

[The team](#)

[Testimonials](#)

[Supporters](#)

[Media coverage](#)

[Awards & nominations](#)

SASHA CELESTIAL-ONE AND TESSA COOK, CO-FOUNDERS OF OLIO

## What is OLIO?

OLIO connects neighbours with each other and with local businesses so surplus food can be shared, not thrown away. This could be food nearing its sell-by date in local stores, spare home-grown vegetables, bread from your baker, or the groceries in your fridge when you go away. For your convenience, OLIO can also be used for non-food household items too.

OLIO is super easy! To make an item available, simply open the app, add a photo, description, and when and where the item is available for pick-up.

” 81% of us would be happy to receive food from a neighbour

- Hubbub

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## *Summary*

- ◆ There are different ways to pitch your idea to others – it is not all about writing a long business plan
- ◆ It is important to invest time in developing an effective pitch
- ◆ Remember the ‘rule of three’ – don’t try to cover too much
- ◆ Be passionate about the idea and the business



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*Thanks!*

# For more information

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