**Stage 1 Business Innovation**

**Context: Start-up**

**Assessment Type 2: Business Pitch**

**Business Pitch and Evaluation**

**Description of Assessment**

Using the information from Assessment Type 1: Task 3 Business Model Summary create a pitch to present to a panel of potential customers, investors or stakeholders.

*Part A: Pitch*

You should select those elements of your business model summary that are most likely to influence the panel to buy your product/service or invest in your business.

Following your pitch, the panel will be invited to provide feedback and ask you questions about your business model. You may seek further specific feedback from the panel using a questionnaire.

*Part B: Evaluation*

Use the feedback from the panel to inform your evaluation of your proposed business product/service and suggest improvements to your business model. This may include evaluation of the success of aspects including the proposed solution, marketing, and price.

**Assessment Conditions**

*Pitch:* to a maximum of 2 minutes in multimodal format.

*Evaluation:* to a maximum of 800 words if written, or 5 minutes if oral.

**Assessment Design Criteria**

*Pitch:*

CA2 Application of business and financial information to develop and communicate business modes

CA3 Contextual application of communication and/or collaboration skills

*Evaluation:*

AE2 Evaluate the effectiveness of business models

**Performance Standards — Stage 1 Business Innovation**

|  | Finding and Solving Problems | Contextual Application | Analysis and Evaluation |
| --- | --- | --- | --- |
| A | Purposeful and sustained exploration of problems or needs using a customer-focused approach  Creative generation of possible solutions to problems or needs using a customer-focused approach | Highly effective contextual application of financial awareness and decision-making skills  Strategic application of business and financial information to develop and communicate business models  Perceptive contextual application of communication and/or collaboration skills | Insightful exploration and analysis of opportunities presented by digital and emerging technologies  Insightful evaluation of the effectiveness of business models |
| B | Purposeful exploration of problems or needs using a customer-focused approach  Mostly creative generation of possible solutions to problems or needs using a customer-focused approach | Effective contextual application of financial awareness and decision-making skills  Purposeful application of business and financial information to develop and communicate business models  Well-considered contextual application of communication and/or collaboration skills | Well-considered exploration and analysis of opportunities presented by digital and emerging technologies  Well-considered evaluation of the effectiveness of business models |
| C | Considered exploration of problems or needs using a customer-focused approach  Some creativity in generation of possible solutions to problems or needs using a customer-focused approach | Some effectiveness in application of financial awareness and decision-making skills  Competent application of business and financial information to develop and communicate business models  Considered contextual application of communication and/or collaboration skills | Considered exploration and analysis of opportunities presented by digital and emerging technologies  Competent evaluation of the effectiveness of business models |
| D | Superficial exploration of problems or needs using a customer-focused approach  Some generation of possible solutions to problems or needs using a customer-focused approach | Developing financial awareness and decision-making skills  Inconsistent application of business and financial information to develop and communicate business models  Contextual application of communication and/or collaboration skills | Some exploration and analysis of opportunities presented by digital and emerging technologies  Some description of and reflection on the effectiveness of business models |
| E | Limited exploration of problems or needs using a customer-focused approach  Attempted generation of possible solutions to problems or needs using a customer-focused approach | Emerging financial awareness and decision-making skills  Attempted application of business and financial information to develop and communicate business models  Limited application of communication and/or collaboration skills | Attempted exploration and analysis of opportunities presented by digital and emerging technologies  Description of the effectiveness of business models |