**EnoMAX**

**Business Pitch Guidelines**

The business pitch should be a short 5-7 minutes presentation, including 2-3 minutes for Q&A. Treat this like an Executive Summary. You will not be allowed to use powerpoint.

**What to include in a Business Pitch**

* Share the key points of the business case
* Summarize all options considered
* Summarize decision criteria used to select final recommendation
* Present the final recommendation
  + Summarize analysis

Identify potential risk of implementation and how you plan to minimize or eliminate the risk.

**Delivering a Successful Business Pitch**

* Prepare for your presentation
* Practice your presentation
* Make notes
  + Bullet Points
* Anticipate Questions

**Delivering the Pitch (Mock Session at Week 4 Visit)**

This simulation is an opportunity to practice the Business Pitch prior to delivering it to your Agency CEO and/or Executive Team.

* Each student will deliver a 5-7 minute oral presentation of their business project.
* Deliver your pitch as though the mock CEO is your agency’s CEO. Assume those participating in the exercise have local knowledge of your system and function within the organization.

**Receiving Feedback**

* After you are done speaking, the CEO will ask questions about the pitch “in character.”
* The other students are invited to offer constructive feedback about the project or the presenter’s delivery. The CEO may also offer feedback “out of character.”