

## **Outline:**

While you can write a business plan and present a pitch, sometimes it can be a bit confusing for people to fully understand unless you sketch out how your business works creatively.

Teams are required to graphically present their business idea, making sure you outline:

- The cause you are supporting, and how you will create positive outcomes in that area;
- What your solution provides to customers;
- Who your customers are;
- How much they could be paying for what you are selling

## **Focus:**

The focus is to create a creative and dynamic presentation of your idea to engage with the audience. You can use images, drawings, pictures and diagrams.

## **Requirements:**

You need to represent your business idea graphically in a one page Word document or single PowerPoint slide and submit the completed page to the Resources website.