

# Pitching a Business Concept Vocabulary Handout

## Business Concept

basic premise or idea behind a business, outlining what products or services it will offer and how it will operate to fulfill a market need

## Business Pitch

presentation to persuade the audience to support or engage in the proposed concept

## Constructive Criticism

frames feedback in a way which suggests improvements or alternative approaches rather than highlighting shortcomings

## Elevator Pitch

short, concise presentation which lasts as long as an elevator ride

## Financial Summary

concise overview of the financial aspects of the business venture, including revenue projections, cost structures and potential return on the investment

## Infographic

visual representation of information, data or knowledge

## Internal Stakeholders

executive or board members; often concerned with the potential return on the investment, revenue projects and the long-term strategic benefits of the business concept

## Long-term Strategic Benefits

contribute to the sustainable growth, competitiveness and overall success of an organization

## Pitch Deck

collection of slides which provides a concise and compelling overview of the business concept

## Slides

individual pages or screens containing visual or textual content to support and enhance the spoken narrative

## Target Market

specific group of consumers or individuals a product, service or message is intended to reach and appeal to