

## **MGT 3810: Business and Professional Communication: Industry Pitch (2 parts: Hard Copy of Outline and In-Class Presentation)**

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### DESCRIPTION

You will persuade your colleagues to invest in a new, growth industry or product. The assignment has two parts: (1) write an outline of your presentation and (2) deliver a 2 to 3 minute presentation.

### SITUATION

You are an analyst for Big Investments, a venture capitalist company that seeks out the best and most innovative new industries and ideas for investment. You have been asked to research an up-and-coming, new industry and/or product and pitch it as a key investment opportunity for the company.

For example, you might cover the camera/photography industry, and your representative company could be GoPro video cameras. Or, you could cover the fitness industry and your investment idea could be a CrossFit expansion.

You will need evidence and a compelling story that supports your point of view. Your colleagues will not be persuaded by just your opinion.

You will deliver this pitch to the class. We are going to be your work colleagues at Big Investments. **You will not use a computer for this presentation.**

### STEPS TO COMPLETE THE ASSIGNMENT

1. Research current new industries. Pick one you think seems promising. Within that industry, select a start-up company or product. Some suggestions include: internet hosting, home health care, transportation, environmental consulting, financial planning, online shopping or anything else that interests you!
2. Prepare your 2 to 3 minute presentation. Use our class notes and the outline structure on the next page.

## Industry Pitch Presentation Outline

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DESCRIPTION: You will outline your presentation in order to plan the organization and ensure a compelling, credible, and attractive pitch.

STEPS TO COMPLETE ASSIGNMENT: Copy the pattern below into a blank Word document and fill in the information pertaining to your pitch *in complete sentences*. Bring a hard copy of your outline to the workshop and then also on the day of your speech.

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### INTRODUCTION (4 phases)

1. Attention-getting Phase (capture audience's interest)
2. Credibility Phase (articulate your expertise on topic)
3. Orientation Phase (articulate your purpose, "What's in it for me?")
4. Preview Phase (preview your main points)

(Transitional phrase to Main Point #1)

### BODY

1. Main Point #1 (Description and analysis of the industry that your idea is a part of – *this is the larger community of business, such as "tourism" or "pop music" or "fine food"*)

[You will need to convince your audience that this industry is the best one to invest in by providing strong, convincing evidence]

- a. Subpoint 1: Evidence to support Main Point 1 (cite source)
- b. Subpoint 2: Evidence to support Main Point 1 (cite source)

(Transitional phrase to Main Point #2)

2. Main Point #2 (Description and analysis of the company or product *within the industry* that is worth exploring – *this is the specific name brand or specific product or service*)

[You will need to convince your audience that it is the best one to invest in by providing strong, convincing evidence]

- a. Subpoint 1: Evidence to support Main Point 1 (cite source)
- b. Subpoint 2: Evidence to support Main Point 1 (cite source)

(Transitional phrase to Conclusion)

### CONCLUSION (2 phases)

1. Summary (summarize main points)
2. Concluding Device (strategy to end on a memorable note; create sense of closure)

