**BTEC Assignment Brief**

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| **Qualification** | Pearson BTEC Level 1/Level 2 Tech Award in Enterprise  |
| **Component number and title** | **2:** Planning for and Pitching an Enterprise Activity |
| **Learning aim** | **B:** Pitch a micro-enterprise activity |
| **Assignment title** | **Pitching to Potential Investors** |
| **Assessor** | Mr A Attra |
| **Issue date** |  |
| **Hand in deadline** |  |
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| **Vocational Scenario or Context** | You started the competition well with a comprehensive and realistic plan for your proposed micro-enterprise activity.The next stage of the competition requires you to summarise this plan for and pitch the idea to potential investors. |
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| **Task 1**  | **Pitching the plan**Now that you have prepared your plan, you will need to make a ‘pitch’, individually explaining your idea to an audience of tutors, other learners or possibly to local entrepreneurs.Your **pitch** must:* be a summary of the final plan
* clearly show all key elements of the plan in a logical sequence.

As well as considering the summary of your plan, the audience will also be assessing your **presentation skills**.You must show that you: * can demonstrate a professional behaviour and attitude
* are well-rehearsed and prepared, and can reply to audience questions
* are considerate of the needs and interests of the audience
* have included visual aids such as a slide show with speaker notes, and handouts for the audience.

The pitch should also demonstrate your **communication skills**. These include the use of:* body language, gestures and eye contact
* language and tone, pace, volume and projection
* use of business terminology
* listening, handling questions and formulating appropriate responses.

After the pitch the audience will give you **feedback** on the contents of your pitch, and your skills in delivering it, to help you prepare a review for the final stage of the competition. |
| **Checklist of evidence required** | * Any materials used to support your pitch, e.g. presentation slides with speaker notes, examples of promotional materials, hand-outs, props.
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| **Criteria covered by this task:** |
| **Criteria reference** | To achieve the criteria you must show that you are able to: |
| **B.2D1** | Deliver an effective pitch of the plan to an audience, demonstrating excellent communication and presentational skills. |
| **B.2M2** | Deliver a confident pitch of the plan to an audience, demonstrating good communication and presentation skills. |
| **B.2P3** | Deliver a pitch of the plan, demonstrating a range of appropriate communication and presentation skills. |
| **B.1M3** | Deliver a pitch of the outline plan, demonstrating appropriate communication and presentation skills. |
| **B.1P3** | Deliver a pitch of the outline plan, demonstrating communication and presentation skills. |

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| **Sources of information to support you with this Assignment** | **Books***BTEC Tech Award Level 1/2 student book Enterprise*, Pearson, 2018,Richards, C., Coupland-Smith, H., Redfern, A. ISBN 978-1292231396*Running a Micro Business*, Ambassador Publishing, 2010, Topp, C. ISBN 978-0982924518*Micro-entrepreneurship for Dummies*, John Wiley & Sons, April 2013, Mladjenovic, P. ISBN 978-1118521687**Videos**The BBC ‘Bitesize’ – Enterprise has several videos that might be appropriate including:Promoting products at a market stall; www.bbc.co.uk/education/clips/zwj4kqtYoung Entrepreneur:[www.bbc.co.uk/education/clips/ztqs34j](http://www.bbc.co.uk/education/clips/ztqs34j)Exploring business and enterprise at Reading Festival:[www.bbc.co.uk/education/clips/z8vm6sg](http://www.bbc.co.uk/education/clips/z8vm6sg) |
| **Other assessment materials attached to this Assignment Brief** | *None* |