



### Money Moves Worksheet:

Building Your Business Pitch – Expanded Edition!

This worksheet will help you create a winning pitch for your business idea by exploring all the key parts. Follow the steps, answer the questions, and watch your idea come to life!

#### Step 1: Hook / Introduction

(Grab attention with a strong start!)

Purpose: Get people excited about your business idea.

What to do:

1. Describe Your Business Idea: Write 1-2 sentences about your idea.
2. Why It's Exciting: Why will people love your idea?
3. Visual: Draw or paste a logo or slogan for your business here.

Your Turn:

1. My Business Idea: \_\_\_\_\_

\_\_\_\_\_

2. Why It's Exciting: \_\_\_\_\_

3. My Logo/Slogan: \_\_\_\_\_

(Draw or describe your logo and slogan below.)



#### Step 2: Problem & Solution

(Show why your business is important!)

Purpose: Explain the problem your business solves and how it fixes it.

What to do:

1. Problem: What is the problem your business will solve?
2. Solution: How does your business solve it?

Your Turn:

1. The Problem My Business Solves: \_\_\_\_\_

\_\_\_\_\_

2. How My Business Fixes It: \_\_\_\_\_

\_\_\_\_\_



#### Step 3: Value Proposition

(What makes your business special?)

Purpose: Show why your business stands out.

What to do:

1. What Makes Your Business Unique? Why will people choose your business?
2. Top 3 Benefits: List the best things about your business.

Your Turn:

1. My Business is Special Because: \_\_\_\_\_

\_\_\_\_\_





2. Top 3 Benefits: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

#### Step 4: Secret Sauce

(What's your magic ingredient?)

Purpose: Explain what gives your business an extra edge.

What to do:

1. What is your secret sauce? What is the one thing no one else has?

Your Turn:

1. My Secret Sauce: \_\_\_\_\_



#### Step 5: Target Market

(Who are your customers?)

Purpose: Define who your business will serve.

What to do:

1. Who Will Use Your Business? Describe your ideal customer.
2. Why Will They Love It? Explain what your business offers them.

Your Turn:

1. My Customers Are (Age, Male Female, Live where, Life style, mindset and behavior):  
\_\_\_\_\_  
\_\_\_\_\_

2. They Will Love My Business Because: \_\_\_\_\_

#### Step 6: Research Direct & Indirect Competitors

(Know your competition!)

Purpose: Identify other businesses doing similar things.

What to do:

1. Direct Competitors: Who offers the same product or service as you?
2. Indirect Competitors: Who solves the same problem in a different way?

Your Turn:

1. My Direct Competitors Are: \_\_\_\_\_

2. My Indirect Competitors Are: \_\_\_\_\_

#### Step 7: Cost Structure & Selling Price (How will you price your business?)

Purpose: Understand your costs and how to set a price.

What to do:

1. Cost Structure: What does it cost to make or offer your product or service?
  - Example: Supplies, labor, marketing, etc.
2. Selling Price: How much will you sell it for?
  - Example: "Each item costs \$5 to make, and I will sell it for \$10."

Your Turn:





1. My Costs Are: \_\_\_\_\_
2. My Selling Price Is: \_\_\_\_\_

### Step 8: Call to Action & Goals

(What will you do now and in the future?)

Purpose: Plan your next steps and long-term vision.

What to do:

1. Short-Term Goals: What will you do first?
2. Long-Term Vision: What will your business look like in 5+ years?

Your Turn:

1. My Short-Term Goals: \_\_\_\_\_
2. My Long-Term Vision: \_\_\_\_\_

### Pitch Practice

**Pull it all together and practice your pitch!**

"My business call \_\_\_\_\_ is about \_\_\_\_\_.

It's exciting because \_\_\_\_\_.

The problem it solves is \_\_\_\_\_.

My business is special because \_\_\_\_\_.

My secret sauce is \_\_\_\_\_.

My target customers are \_\_\_\_\_,

and they will love it because \_\_\_\_\_.

My short-term goal is \_\_\_\_\_, and

my long-term vision is \_\_\_\_\_!"

Visit Us at \_\_\_\_\_ to find out more about us.

You're ready to shine in the Pitch Challenge! 

**MONEY MOVEZ!**  
COOK OR BE COOKED

Research business vocabulary from the Game Board to build your mental wealth. Use the box below to write down as much vocabulary you come across the game.

