

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!)

Step 1: Set the Stage with Empathy and Visualization Imagine a world where millions of people struggle daily to manage their personal finances. Families are living paycheck to paycheck, young adults are drowning in debt, and students are leaving school without the skills to manage their money, invest in their future, or build generational wealth. Have you ever felt overwhelmed by money matters? Or watched someone make poor financial decisions simply because they were never taught how to manage their finances? This lack of financial literacy doesn't just impact individuals—it creates ripple effects across entire communities, leading to cycles of poverty, limited opportunities, and a lack of economic

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!

Imagine or Did you know that _____

My business call _____ is about _____.

It's needed 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.

Word Bank! 🎉

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.

