



Quiz:

1. What is a business pitch?
 - a) A detailed technical document about a business
 - b) A short and persuasive presentation to attract support or investment
 - c) An informal conversation about a business idea
 - d) An extensive competitor analysis
2. Which of the following is NOT a reason to make a pitch?
 - a) Attracting investors and funding
 - b) Clarifying the business model
 - c) Explaining internal company policies
 - d) Differentiating from competitors
3. What distinguishes a pitch from a traditional presentation?
 - a) A pitch is longer and more detailed
 - b) A pitch is short, direct, and persuasive
 - c) A pitch contains only financial information
 - d) A pitch can only be used for start-ups
4. Which of these is NOT an essential component of a successful pitch?
 - a) A clear value proposition
 - b) A lengthy technical analysis
 - c) A call to action
 - d) Engaging storytelling
5. What is the purpose of identifying a problem in a pitch?
 - a) To highlight the company's struggles
 - b) To show a clear need for the proposed solution
 - c) To distract from the product's weaknesses
 - d) To criticize competitors
6. A pitch should ideally conclude with:
 - a) A summary of market trends
 - b) A direct and compelling call to action
 - c) A list of company policies
 - d) A review of past failures
7. What is the main characteristic of an "Elevator Pitch"?
 - a) Presenting all business details in a few minutes
 - b) Summarizing the idea in 30-60 seconds to generate interest
 - c) A written document with technical information
 - d) A long pitch used in formal meetings



8. When is it most appropriate to use a "Pitch Deck"?
 - a) In an informal conversation at a networking event
 - b) During a formal meeting with investors
 - c) When you only have a few seconds to talk about your idea
 - d) When trying to attract retail customers
9. In what situations is a pitch most commonly used?
 - a) Only in corporate meetings
 - b) When you need to persuade an audience about an idea, product, or business
 - c) Only in academic presentations
 - d) Only for early-stage startups
10. When pitching to investors, what is the primary focus?
 - a) Showing how the idea aligns with market trends
 - b) Proving that the business has high financial return potential
 - c) Explaining the social purpose of the project
 - d) Talking about the entrepreneur's personal experience
11. What is essential when pitching to clients (sales pitch)?
 - a) Explaining all technical details of the product
 - b) Showing how the product solves a specific problem better than competitors
 - c) Focusing only on the price of the product
 - d) Avoiding any mention of competitors
12. What should be emphasized when presenting a pitch to internal stakeholders (employees, partners, executives)?
 - a) Long-term impact and strategic alignment
 - b) Only financial data and profit margins
 - c) Technical details of product development
 - d) Success stories from other companies
13. How can women in STEM make their pitches more effective?
 - a) Using data and research to prove viability
 - b) Avoiding difficult questions from investors
 - c) Reducing confidence to appear less aggressive
 - d) Not mentioning challenges faced by women-led startups

