



Quiz Solutions:

1. What is a business pitch?
b) A short and persuasive presentation to attract support or investment
2. Which of the following is NOT a reason to make a pitch?
c) Explaining internal company policies
3. What distinguishes a pitch from a traditional presentation?
b) A pitch is short, direct, and persuasive
4. Which of these is NOT an essential component of a successful pitch?
b) A lengthy technical analysis
5. What is the purpose of identifying a problem in a pitch?
b) To show a clear need for the proposed solution
6. A pitch should ideally conclude with:
b) A direct and compelling call to action
7. What is the main characteristic of an "Elevator Pitch"?
b) Summarizing the idea in 30-60 seconds to generate interest
8. When is it most appropriate to use a "Pitch Deck"?
b) During a formal meeting with investors
9. In what situations is a pitch most commonly used?
b) When you need to persuade an audience about an idea, product, or business
10. When pitching to investors, what is the primary focus?
b) Proving that the business has high financial return potential
11. What is essential when pitching to clients (sales pitch)?
b) Showing how the product solves a specific problem better than competitors
12. What should be emphasised when presenting a pitch to internal stakeholders (employees, partners, executives)?
a) Long-term impact and strategic alignment
13. How can women in STEM make their pitches more effective?
a) Using data and research to prove viability