

## CHAPTER OVERVIEW

### 12: Pitching Your Business Idea

#### LEARNING OBJECTIVES

- Clarify the vision statement, mission statement, and goals for your enterprise
- Define and develop a problem-solution narrative that is compelling
- Define and develop a value proposition that is credible and appealing to customers and investors

[12.1: Introduction](#)

[12.2: Clarifying Your Vision, Mission, and Goals](#)

[12.3: Sharing Your Entrepreneurial Story](#)

[12.4: Developing Pitches for Various Audiences and Goals](#)

[12.5: Protecting Your Idea and Polishing the Pitch through Feedback](#)

[12.6: Reality Check - Contests and Competitions](#)

[12.7: Discussion Questions](#)

[12.8: Case Questions](#)

[12.9: How to Sell Your Idea to an Investor \(Princess Umul Hatiyya Ibrahim Mahama\)](#)

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