

Useful Phrases for Your Business Pitch

1. Problem Statement

- "A major challenge facing our community is..."
- "Many people struggle with..."
- "There's a growing need for..."
- "Current solutions fall short because..."
- "This issue affects X% of our population..."

2. Solution Overview

- "Our innovative approach tackles this problem by..."
- "We've developed a unique solution that..."
- "Our product/service addresses this need through..."
- "What sets our solution apart is..."
- "The key features of our solution include..."

3. Market Potential (How many people will you help?)

- "Our target market consists of..."
- "The total addressable market is estimated at..."
- "We've identified significant growth potential in..."
- "Market trends indicate a rising demand for..."
- "Our competitive advantage lies in..."

4. Financial Projections (Don't worry too much about this.)

- "We project revenues of X in the first year, growing to Y by year three."
- "Our profit margins are expected to be..."
- "Break-even point is anticipated within..."
- "Key costs include..."
- "We've identified multiple revenue streams, including..."

5. Investment Request

- "We're seeking an investment of X to..."
- "This funding will be allocated towards..."
- "In return, we're offering X% equity in our company."
- "Your investment will enable us to..."
- "We project a return on investment of X% within Y years."

Closing Statements

- "Thank you for your attention. We're excited to answer any questions."
- "We're passionate about making a difference in our community through this venture."
- "With your support, we can turn this vision into reality."
- "We're confident in our ability to execute this plan and deliver results."
- "We look forward to potentially partnering with you on this journey."

Useful Phrases for Your Government Program Pitch

1. Issue Identification

- "A critical challenge our community faces is..."
- "Our citizens are increasingly concerned about..."
- "Recent data indicates a growing problem with..."
- "Current policies have not adequately addressed..."
- "This issue disproportionately affects X% of our population..."

2. Program Proposal

- "We propose implementing a program that..."
- "Our initiative aims to address this issue by..."
- "This policy would tackle the problem through..."
- "The key components of our proposed program include..."
- "What sets this approach apart is its focus on..."

3. Community Impact

- "This program would benefit our community by..."
- "We project that X number of citizens will directly benefit from..."
- "Implementing this initiative could lead to a Y% improvement in..."
- "Long-term benefits for our community include..."
- "This program aligns with our city's goals by..."

4. Resource Allocation

- "The estimated budget for this program is X over Y years."
- "Key expenditures include..."
- "We've identified potential funding sources, such as..."
- "This program offers a cost-effective solution, with an estimated return on investment of..."
- "By reallocating resources from X, we can fund this initiative without increasing overall spending."

5. Implementation Plan

- "We propose a phased implementation approach, starting with..."
- "Key milestones in our implementation timeline include..."
- "We'll collaborate with local organizations, including..."
- "To ensure accountability, we'll establish the following metrics..."
- "Regular program evaluations will be conducted to measure effectiveness and make necessary adjustments."

Closing Statements

- "Thank you for your attention. We welcome any questions or feedback."
- "This program represents a significant step towards addressing a critical community need."
- "With your support, we can make a lasting positive impact on our community."

- "We're committed to transparency and ongoing communication throughout this process."
- "By approving this program, we have the opportunity to lead by example in addressing this issue."

Exercise: Personalizing Your Pitch

1. Review the phrases in each section above.
2. For each section of the pitch, choose 2-3 phrases that you think would be most effective for your specific program proposal. Write them down.
3. For each chosen phrase, briefly explain:
 - Why you think it's particularly effective for your pitch
 - How you might customize or expand on it to fit your specific proposal
4. Share your selections with a partner. Discuss:
 - Do you agree with each other's choices?
 - Can you suggest any improvements or alternatives?
5. Based on this discussion, refine your selection of phrases and start incorporating them into your pitch outline.

Remember: The most compelling pitches sound natural and authentic. Use these phrases as a starting point, but make sure to adapt them to your own voice and style.

Example:

Chosen phrase: "A critical challenge our community faces is..." Why it's effective: This phrase immediately focuses on a local issue, which is crucial for our community-oriented program. How to customize: "A critical challenge our community in Fujieda faces is the lack of engaging activities for our growing senior population."