

PITCH THIS!: Rhetorical Situation Business Pitch

Credits: Tanya Jo Woodward, University of Nebraska-Kearney
and the Original [Big Idea contest](#)

Purpose:

- Identify audience needs by proposing a business pitch to your community
- Tailor communication to meet needs of the rhetorical situation
- Considers arrangement as essential to the persuasiveness of the pitch



Task:

You are part of a group formed to address the needs of your community: (**insert community name**). Namely: how to revitalize the community and what business(es) the community needs. You will create a **video pitch** which could be played at a town or student council meeting and you will write a **reflection memo** about your process.

1. **Video Pitch:** Create a two (2) minute video pitch of your proposed business which includes:
 - A description of the product or services
 - what need the product/service serves for the community of (**name**)
 - who your customers might be
 - how you would make it available to those customers

As you create your video pitch, consider: **invention** (what to say), **arrangement** (structure of video pitch content), **style** (language choices), **memory** (learn the presentation) and **delivery** (use of more than just words).

2. **Reflection Memo:** Write a one (1) page reflection memo reflecting on your pitch process. Your business idea does not necessarily have to be a fully-thought-out business model, but it should consider arrangement as a key selling of the idea. Your memo should answer:
 - Who is your “ideal customer”?
 - What product or service will the business offer? How is it feasible and innovative?
 - How can your business draw customers to the community?
 - What does the community need it doesn’t have that a neighboring community (if applicable) also doesn’t have? Why does your idea matter?
 - How did your arrangement of the pitch facilitate or hinder communication of your idea?
 - How does your pitch communicate effectively for its rhetorical situation? How does it make use of invention, arrangement, style, memory, and delivery?

3. **Upload your video and reflection memo to Canvas.**

***note:** each group member must write their own reflection memo

Due: [placeholder]

- a. We will conduct a discussion about the video pitches, evaluating:
 - Idea feasibility (likelihood for success/market demand/speed to sales, etc.)
 - Innovation (new/interesting).
 - Pitch Communication/ Arrangement: (invention, content, style, memory, delivery)

Optional: present your idea to your local community or university student council.

Feel free to consult experts knowledgeable about the community if it is helpful, though it is not required.
Not sure where to get started? Helpful Links:

- [Pitch Deck](#) (templates for structuring a pitch)
- Video Pitches for [Startups](#), and [Tips](#)
- [Successful Pitches](#) from Inc

| VIDEO PITCH RUBRIC | Exceeds Expectations (A) | Meets Expectations (B) | Approaches Expectations(C) | Does not Meet Expectations (D-F) |
|---------------------------------|---|---|---|---|
| Content | Excellent description of product/service. Problem-solution is expertly identified and addressed. Addresses constraints of rhetorical situation, and addresses persuasively audience concerns/naysayers. | Good description of product/service. Identifies potential customers, problem-solution is clear. Considers constraints of rhetorical situation or audience concerns/naysayers. | Some description of product/service, may identify a problem or solution | Not adequate description of product or service, the problem and/or solution is unclear. |
| Communication / Delivery | Excellent use of effective communication techniques: invention, arrangement, style, memory, delivery. Leaves the viewer wanting more with an impactful impression. | Good use of effective communication techniques: invention, arrangement, style, memory, delivery. | Uses some effective communication techniques, but not all or consistently. | Does not use many effective communication techniques. Presentation appears unfinished or unprepared. |
| Video Technical | Video is professional and superior quality, editing and technical aspects/transitions are seamless | Video is professional. Most technical elements clear and edited ie: sound quality is generally good, camera is steady etc | Video attempts to be professional, but is unclear, technical aspects need attention: sound quality not consistent, camera shaky, glitchy etc | Video does not attempt to be professional. Significant editing/re-filming needed. |
| Reflection Memo | Reflection memo clearly, specifically, and persuasively outline's group's rhetorical choices in the video pitch. | Memo explains and gives examples of the group's rhetorical choices in the video pitch. | Memo attempts to outline the group's rhetorical choices but more detail is needed to understand choices. At times, simply rehashes pitch content rather than reflecting on choices. | Memo does not communicate the group's rhetorical choices, simply rehashes the pitch content with little evidence of reflection about choices. |