THE RIDICULOUS INVENTION

PITCH HELP CARD

Need some help? Pick a question or a phrase!

ASK	ANSWER / PITCH
What is it called?	It’s called…
What does it do?	It can…
How does it work?	You use it to… First…, then…
Why do I need it?	You need it because…
When can I use it?	You can use it when…
Who is it for?	It’s perfect for…
What’s the best thing about it?	The best thing about it is…
How much is it worth?	I’d pay €… because…
Would you buy it?	Yes, I would because… No, I wouldn’t because…

STUCK? TRY THESE:

It can… You can… It helps…

because… First… then… I think…

YOU DON’T NEED PERFECT ENGLISH.

YOU NEED A GREAT IDEA!