Commercial/Advertising Project

Start-Up Plan

Now that you have completed your series of advertisements and commercial, you need to develop your sales pitch to sell it to a financial group or investor.

Product Name _____

Creator/Inventor's Name(s) _____

Target Market _____

Startup Cost _____
(Consider the cost of materials to create the product prototype, cost of website, cost of initial advertising, cost of focus group testing, cost of design/graphic design (if necessary), cost of production of initial batch of products (unless you are making them to order),cost of location if you are selling from an actual storefront/kiosk)

Sales Pitch: What are you going to say to potential investors/ financial groups when you are trying to get them to give you money for your start-up cost? :

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