

WHAT SHOULD A GOOD BUSINESS PITCH INCLUDE?

(FASHION / CREATIVE BRAND)



1. Brand Name and Mission

Briefly: who are you, what do you do, and why?

Example:

"We are VELA – a sustainable fashion brand creating timeless essentials for conscious women."

2. Market Problem or Need

What gap have you identified? What need are you addressing?

Example:

"Millions of women want elegant, ethical fashion that doesn't compromise on style or comfort."

3. Your Solution (Product / Service)

What exactly do you offer? What makes your designs unique?

Example:

"We design capsule collections made from organic fabrics, blending luxury aesthetics with everyday practicality."

4. Target Audience (Ideal Customer)

Who will buy your product or service?

Example:

"Urban professionals aged 25–40 who value sustainability and design."

5. Business Model

How do you earn revenue? Through online sales? Boutique? Rental?

Example:

"Direct-to-consumer model via our e-commerce platform with seasonal drops and limited editions."

6. Marketing Strategy

How will you reach your audience?

Example:

"We focus on Instagram storytelling, influencer collaborations, and community events."

7. Market and Competition

What is the market potential? How do you stand out?

Example:

"The global ethical fashion market is growing. Our brand merges quality with sustainability in a way that few others do."

8. Team (Optional)

Who is behind the brand? What is your experience?

Example:

"Founded by a fashion designer and a sustainability consultant with 10 years' combined industry experience."

9. Traction or Future Plans

What have you achieved so far? What are your next goals?

Example:

"Sold out our first drop in 2 weeks. Next step: launch an accessories line and expand to EU markets."

10. Ask / Invitation to Collaborate

What are you looking for now? Investment? Partnerships? Clients?

Example:

"We're currently seeking funding of £50,000 to scale production and launch international shipping."

BONUS – Presentation Formats:

- **Elevator Pitch (30–60 seconds):** Quick verbal intro of you and your idea
- **Full Pitch (3–5 minutes):** Includes visuals, data, storytelling
- **Pitch Deck (PDF or PowerPoint):** For sending to investors or partners