Product Pitch

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Your Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Partner’s Name(s):

**Entrepreneurship: Where Ideas Meet Money and Marketing**

Patricia A

. Russac and Francine Wisnewski

Explain your idea. Be specific when describing what you will be selling:

**Entrepreneurship: Where Ideas Meet Money and Marketing**

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|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Needed Resources**  | **Source for Resources**  | **Approximate Unit Cost**  | **Quantity Needed**  | **Total Cost**  |
| *Example*: Lemons for lemonade  | Amazon (URL for page)  | $1.00 each  | 12  | $12.00  |
|   |   |   |   |   |
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|   |   |   |   |   |
|   |   |   |   |   |

**TOTAL ESTIMATED COST**: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Add up all costs in the last column to get your total estimated cost.)

**SUPPLY**: How many items will come in one package? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**COST FOR ONE ITEM**: How much will it actually cost you to purchase each item?

$ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**PRICE**: What do you plan to charge for one item? $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**BREAK EVEN POINT**: At that price, approximately how many products will you need to sell to cover your costs? (Total cost divided by price) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_