

2021 PITCH LESSONS
WORKSHEET 1

Lebogang of Cava Sneakers

1. Identify five ways in which Lebogang's pitch could have been improved from a presentation point of view? (5)

2. What is your understanding of the term "customer-funded growth model"? (3)

3. Explain the difference between gross profit margin and markup percentage. Provide examples. (3)

4. What do you think Lebogang means when he says "convert a customer"? (2)

5. What is your understanding of the concept of a "substitute competitor"? Did Lebogang provide an accurate example of a substitute competitor? (3)

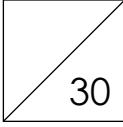
6. Define your understanding of a direct competitor. (1)

7. In his pitch, Lebogang uses the term ROI. Explain what he means by this. (1)

8. What is your understanding of the word "gesticulate" and why do you think it is important in terms of presentation skills? (4)

9. Provide a formula for calculating customer acquisition cost or CAC. (4)

10. Share your ideas on how Lebogang can reduce his CAC. (4)

TOTAL  30

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