

2021 PITCH LESSONS
WORKSHEET 2

Andile of Sasanti King

1. Why do you think it is important to include the purpose behind a business when pitching?

(2)

2. Name three potential risks when quoting any research in a pitch. (For help on this, see the [second-round pitch](#) of Keletso Lekwakwe of Password Kid along with the judges' follow-up questions.)

(3)

3. Why do you think it is important for an investor that a potential investee has a level of authority and experience in his or her industry?

(2)

4. Describe your understanding of the word "demand" as it relates to business. (2)

5. What are the potential consequences of more demand than capacity to supply? (2)

6. What are the potential consequences of having more ability to supply than available demand? (2)

7. Andile finds himself in a [catch-22](#) situation when it comes to his compliance certification. Provide Andile with ideas on how he could overcome this situation. (5)

8. If the Department of Healthy inspects Andile's production facilities and determines that they are not compliant with the Health and Safety Act, what would the consequences be? (2)

9. Why does a short shelf life for Andile's yoghurts mean a higher probability of increased wastage? (3)

10. What do you understand to be the difference between a brand and a company? (2)

TOTAL

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| 25 |
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