



**Unit 2:**  
**Entrepreneurial Practice**  
**– Modelling a CCI**  
**enterprise**

**Theme 2.1.**  
**Designing a business**  
**for the CCIs: preparing**  
**a business plan and**  
**pitching business**

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Co-funded by the  
Erasmus+ Programme  
of the European Union

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein. Project number: 2020-1-BG01-KA203-079193

This material is a part of the training content for the syllabus “Management and Entrepreneurship in Cultural and Creative Industries”. It has been developed within the Erasmus+ Strategic Partnership “*FENICE - Fostering Entrepreneurship and Innovation in Cultural and Creative Industries through Interdisciplinary Education*”.

The training contents at a glance:

## **FENICE Program**

### **Unit 1: Management and Entrepreneurship in CCI**

Theme 1.1. Understanding CCI. Cross-Sectoral Collaborations.

Theme 1.2. Creativity and Innovation. Accountability and Ethical Behavior

Theme 1.3. Cultural Policies and Institutions. Intellectual Property

Theme 1.4. New Media, Creative Technologies and Digital Environment.

### **Unit 2: Entrepreneurial Practice – Modelling a CCI Enterprise**

#### **Theme 2.1. Designing a business for the CCI: preparing a business plan and pitching business**

Theme 2.2. Product or Service from economic point of view. Economic Value. Product and Service in arts. Cultural Value.

Theme 2.3. Market, Competition, Consumption and Branding in CCI

Theme 2.4. Business models, systems, partnerships

Theme 2.5. Management: team and change management in the CCI

Theme 2.6. Financing. Opportunities and Risks

You can find more information at the homepage: <http://www.fenice-project.eu>

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## Case study

### The pitch as a business communication tool by Juliana Lobo, communication specialist

#### Description

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Juliana Lobo, who gives her testimony on the importance of the pitch as a business communication tool, has a Bachelor's Degree in Social Communication, with a major in Journalism, from the Federal University of Maranhão (Brazil/Maranhão), a Master's Degree in Multimedia Communication and a PhD in Information and Communication in Digital Platforms, from the University of Aveiro (Portugal). She is an invited assistant professor at the Polytechnic Institute of Viseu and an integrated researcher at the Digimedia Research Centre, University of Aveiro.

For Juliana, the Pitch is one of the main strategies/techniques for communication in business. The Pitch is a direct and short presentation, with the objective of selling your business idea to a possible investor.

In the world of entrepreneurship, it is a very beneficial practice, especially for attracting partners and investors. But entrepreneurship involves much more than relying on innovative ideas and finding a market niche that values them. After all, even though the creation of a start-up depends a lot on the entrepreneur's willpower, it is undeniable that success is directly related to attracting resources, partners and customers. This attraction only becomes possible from the ability to sell the idea and convince potential investors that financial return is a real possibility. Regarding customers, the entrepreneur must address the advantages brought by the products or services.

Through a Pitch, it is possible to sell a business idea to a potential investor in a simple, direct, consistent and assertive way. By using this tool, the entrepreneur makes his idea known to possible partners, while specifying objectives, target audience, strategies and market niches, competitors, investment and profit margins he intends to achieve.

However, Juliana reminds us that the Pitch is only a first point of contact between entrepreneur and investors and must be seen as an opportunity to open a door for a business meeting that will enable the partnership to materialise. It is important to highlight that the Pitch is completely different from a business meeting, since the concretization of a sale or the formalization of partnerships are not part of the process. These opportunities may even arise, but the Pitch is just the initial step to attract interested parties and start a longer and more complex conversation.

The duration of this type of presentation is usually reduced, in order to improve the dynamics of the communication between the presenter and the participants. A Pitch that takes too long, may result in the loss of interest of those involved and make it difficult for the company to attract partners. Therefore, the Pitch tends to be, in general, dynamic, short, objective and concise, in order to "whet the appetite" for partnerships, investments and business. The idea is that the entrepreneur explains, directly and objectively, the objective of the project, the market, the solution offered and its short and medium term plans. In the Pitch it is therefore important to focus on the most important aspects of your company:

- What is the problem to be solved?
- What is the market like?
- What is your company's differential?
- Who are the professionals that make up your team?

#### ■ **Main points to remember!**

- Define the main steps for your start-up and the type of investment you need
- Explain clearly the problem and the solution
- Study very well the market in which your business is inserted

- Know the main metrics for your type of business and, if possible, present encouraging numbers
- Produce good supporting material to help both your presentation and your audience's understanding
- Always be objective!

## Source/link

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