

# Example: From Flawed Pitch to Fixed Pitch

## Scenario 1: GreenGlow Organic Skincare

**Business:** A line of handmade organic skincare products using traditional family recipes.

**The Ask:** \$800 for packaging and first production run

**Persuasive Gap:** Missing Logos — No data, no evidence, no comparisons

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### Part 1: The Flawed Pitch (As Written)

**Lena:** (enthusiastically) Imagine waking up every morning feeling like the best version of yourself. That is what GreenGlow does.

**Marta:** (warmly) My grandmother made this recipe. Using it feels like stepping into a garden after rain.

**Dario:** (earnestly) I used it for two weeks. My skin looked completely different. I felt transformed.

**Investor:** How does it compare to other organic skincare products? What are your sales numbers?

**Lena:** (confidently) It is just better. People who try it, they love it. They really, truly love it.

**Marta:** (sincerely) My neighbor said her skin felt softer. Her daughter agreed.

**Dario:** (openly) You have to trust us. This product changes lives. We just need \$800 to get started.

### Part 2: Class Critique & Feedback

INVESTOR FEEDBACK: Your pitch makes me feel something — but feeling is not enough. Give me one number I can take to a business partner.

The class identified that the pitch is full of emotion and personal stories (strong Pathos), but that it offers zero measurable proof. There are no sales figures, no ingredient comparisons, no testimonials beyond friends and family, and no market research.

**Missing Element:** LOGOS

### Part 3: Fix-It Huddle Planning

#### What the group decided to add:

- Specific sales numbers from their first 6 months
- Cost comparison with competitor brands
- Customer satisfaction rating with number of reviews
- Ingredient effectiveness data

### Part 4: The Corrected Pitch (2 Minutes)

NEW CONTENT is highlighted in bold to show what was added to fix the persuasive gap.

**Lena:** (enthusiastically) Imagine waking up every morning feeling like the best version of yourself. That is what GreenGlow does.

**Marta:** (warmly) My grandmother made this recipe. Using it feels like stepping into a garden after rain. **In our first six months of operation, we made 47 sales totaling \$1,200 in revenue — all through word of mouth.**

**Dario:** (earnestly) I used it for two weeks. My skin looked completely different. **And I'm not alone. We surveyed our 47 customers and received a 4.8 out of 5-star satisfaction rating with 32 verified written reviews.**

**Investor:** How does it compare to other organic skincare products? What are your sales numbers?

**Lena:** (confidently) **Let me give you the numbers. Our ingredient cost is \$4.80 per jar. Leading organic brands like Pure & Simple charge \$34.99 for similar products with ingredient costs around \$7.50. We can offer a \$24.99 price point with better margins.**

**Marta:** (sincerely) **Our formula contains 18% shea butter compared to the industry standard of 8-12%. Independent testing showed a 23% improvement in skin moisture retention after two weeks of use.**

**Dario:** (openly) **With your \$800 investment, we'll purchase professional packaging for 200 jars and ingredients for our first production run. Based on our current 4.8-star rating and \$25 profit per jar, we project \$5,000 in sales within the first quarter after launch.**

## Part 5: Analysis — What Made the Difference?

KEY IMPROVEMENT: The revised pitch kept the emotional appeal (Pathos) but added specific, measurable data (Logos) throughout.

### What stayed the same:

- The business concept and the \$800 ask
- The character personalities and delivery styles
- The emotional story about grandmother's recipe
- The overall structure of the pitch

### What was added:

- 47 sales in 6 months = \$1,200 revenue (real numbers)
- 4.8/5 star rating from 32 verified reviews (proof of satisfaction)
- Cost comparison: \$4.80 vs. \$7.50 competitor costs (market positioning)
- 18% shea butter vs. 8-12% industry standard (product superiority)
- 23% improvement in moisture retention (tested results)
- Specific use of \$800 and Q1 sales projection (clear ROI)

### Key Takeaway:

The most persuasive pitches combine BOTH emotion (Pathos) AND evidence (Logos). This team didn't abandon their personal story — they supported it with data that made the story credible and investable.