




Your Guide To Pitch Perfect (in 10 minutes)!

1. Introduce Your Business (1 minute)

Start strong – tell your story with energy and personality.


- Who you are: name, location, and what you do.
- What makes your business unique – your special edge or purpose.
- One line on why exporting matters to you and your growth journey.

 Example: “My name is Sarah from Copper & Thread, based in Leeds. We produce handcrafted, sustainable home décor kits that combine traditional British techniques with modern design. I’m currently exploring export opportunities to reach new international markets.”

2. Showcase Your Product or Service (2–3 minutes)

This is your moment to shine – bring your offer to life.

- Highlight your top product or service and why it’s a standout.
- Emphasise what makes it different: quality, sustainability, story, or local provenance.
- If possible, show it – hold up your product, share a short demo, or use visuals.

 Tip: Think about what will make a buyer remember you afterwards.

3. Why Export – and Why This Market (2 minutes)

Buyers love to see that you've done your homework.

- Why international growth matters for your business.
- Why this specific market or region feels like the right fit.
- Any previous experience, enquiries, or export readiness that shows you're serious.

💡 Example: “We already ship small orders overseas, and feedback from US customers tells us there's real demand for UK-made craft kits.”

4. How You See It Working (2–3 minutes)

Help buyers picture how a partnership could take shape.

- Your ideal export model (e.g. distributor, wholesale, retail partner).
- Practical details like minimum order quantities (MOQs), lead times, packaging, and logistics (if known).
- Your flexibility and how you can support international partners – especially across time zones.

📦 Buyers appreciate clarity and confidence over having every detail finalised.

5. Numbers & Next Steps (1–2 minutes)

End on a clear, confident note.

- Share indicative pricing, production capacity, and key figures.
- Be specific about your ask: are you looking for stockists, distributors, collaborations, or trial orders?
- Finish with an invitation to continue the conversation – “I'd love to explore how we could work together.”

🌟 Remember: Keep it conversational, authentic, and passionate – buyers connect with people as much as products.