Dragon’s Den Pitch

I am writing to you on behalf of the company 'Softie Toys' as I would like to offer you the unique and exciting opportunity to invest in our high-end, reputable, up and coming company. Throughout the last year, a group of highly trained cognitive development specialists from all over the world have teamed up to create an innovative softie toy - (name of product). It would be much appreciated if you could spare the time to read on to discover more about this unique product, for which, due to extensive research, we believe there is a current gap in the market.

After developing the prototype, our company asked the permission of the parents of ten toddlers between the ages of 18 months and two years to take part in our careful observational market research. The results were outstanding - this creation can potentially increase the development of toddlers by up to a year in as little as two months. The high quality materials ensure that is safe for use and all parts are intricately secured to the fabric to avoid the hazard of choking. We have also paid to have our product tested against the rigorous and robust British Safety Standards, and are proud to have received the appropriate documentation.

The cube itself helps to develop ... by... In addition to this it also ...

Our company is requesting the investment sum of £2000 to ensure that the high quality can be maintained and ongoing research can inform any relevant changes. In addition to this, your valuable support is also required to ensure our product can be sold from recognised and trusted outlets, so that sales figures can continue to increase.