



# Poll Questions

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**Question 1: What is the main objective of defining effective pricing strategies?**

- a) To reduce taxes
- b) To optimize revenue and competitiveness
- c) To avoid burning cash flow
- d) To focus on product development

**Question 2: How do effective go-to-market plans contribute to business success?**

- a) You focus your efforts on the launch
- b) You ensure everything is ready for launch
- c) You maximize launch impact for project success
- d) All of the above

**Question 3: It is important to evaluate the results of your communication plan**

- a) True
- b) False

**Question 4: Which of these statements is not correct?**

- a) You can use your value chain to identify partners
- b) Researching potential partners is important to evaluate their credibility
- c) Support activities are not part of the value chain
- d) Partnerships enhance growth by establishing new revenue streams

**Question 5: What is the primary focus of crafting compelling pitches?**

- a) Recruiting talent
- b) Structuring your income statements
- c) Delivering persuasive messages to stakeholders
- d) Talking about your professional experience extensively



# Answers

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## Answers

**Question 1: b) To optimize revenue and competitiveness**

**Question 2: d) All of the above**

**Question 3: a) True**

**Question 4: c) Support activities are not part of the value chain**

**Question 5: c) Delivering persuasive messages to stakeholders**