Attractiveness pitch — 6 sectors

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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Every figure dated, both weaknesses owned · fictional document

Fictional document — demonstration example

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What a pitch contains

Section	Source	Rule
The sector's footprint in the area	Economic observatory	Dated figure, never rounded upwards
Businesses named	**9 of the 11 asked gave their agreement**	**Written consent kept — no business is named without it**
Accessibility	Observatory measurements	For heavy goods vehicles where the sector requires it
Available land	Land marketing table	**With its update date**

Section	Source	Rule
Known weaknesses	**Broadband connection timetable**	**Dealt with before anyone raises them**

Why the weaknesses are in there: very-high-speed broadband coverage is incomplete on two parks, and a project sponsor checks that in three minutes on his phone. **A pitch that leaves it out loses all its credibility on that one point; a pitch that states it with the connection timetable keeps its own.**

What replaces the unverifiable claims, and why it holds up in front of a project sponsor

Phrase ruled out	Why	What is written instead
“The best-connected area in the region”	**Unverifiable — and the first to check will be a competitor**	**“22 minutes from the motorway junction, 41 minutes from the rail freight terminal — observatory measurement, March”**
“An exceptional quality of life”	Cannot be demonstrated or compared	Commuting times, median residential land price, school capacity
“Among the most attractive tax regimes”	Depends on each business's situation	The rate voted, its resolution and its date

Comparison with neighbouring areas, if asked for

Rule	Implementation
Public data only	**Cited figure by figure, with its source and its year**
Unfavourable criteria are included	**Favourable on three criteria, unfavourable on two**

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> **That is the version that holds at a trade fair:** someone who finds the unfavourable point on their own stops believing the other three. **The point given up front, by contrast, can be discussed.**

The time this shifts

Measure	Before	After
Preparing the pitches for a trade fair	**Two days**	**Three hours of review for 6 sectors**

For the authority to settle

Sectors put forward at the next trade fair: _____

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