

# ELEVATOR PITCH



 Module III  Business Pitch  Structure of a pitch  Entire topic

## Activity: Elevator pitch

- **Short Description:** In this activity, teacher will request students to put into practice the different contents seen in the second topic of Business Pitch course, and to develop their own pitch structure based on an innovative product or project of their choice and that they consider being a viable idea.
- **Methodology:** Learning by doing
- **Duration:** About 2 hours for the preparation. Then the time allocated to the presentation and debate will depend on the size of the group and the rules established by the teacher for the time allocated to each presentation.
- **Difficulty (high - medium - low):** Any
- **Individual / Team:** This exercise can be made both individually (each student develops a pitch on his own project), or within a team. We recommend that teams do not exceed 4-5 members.
- **Classroom / House:** This activity can be prepared at home, but the presentations need to be done in the classroom.
- **What do we need to do this activity?** (Indicate what resources we need to be able to carry out the proposed activity)
  - **Hardware:** Computer + screen for presentations
  - **Software:** depending on the students' creativity. PowerPoint or others.
  - **Other resources:** board and material to take notes during the presentations

## Description

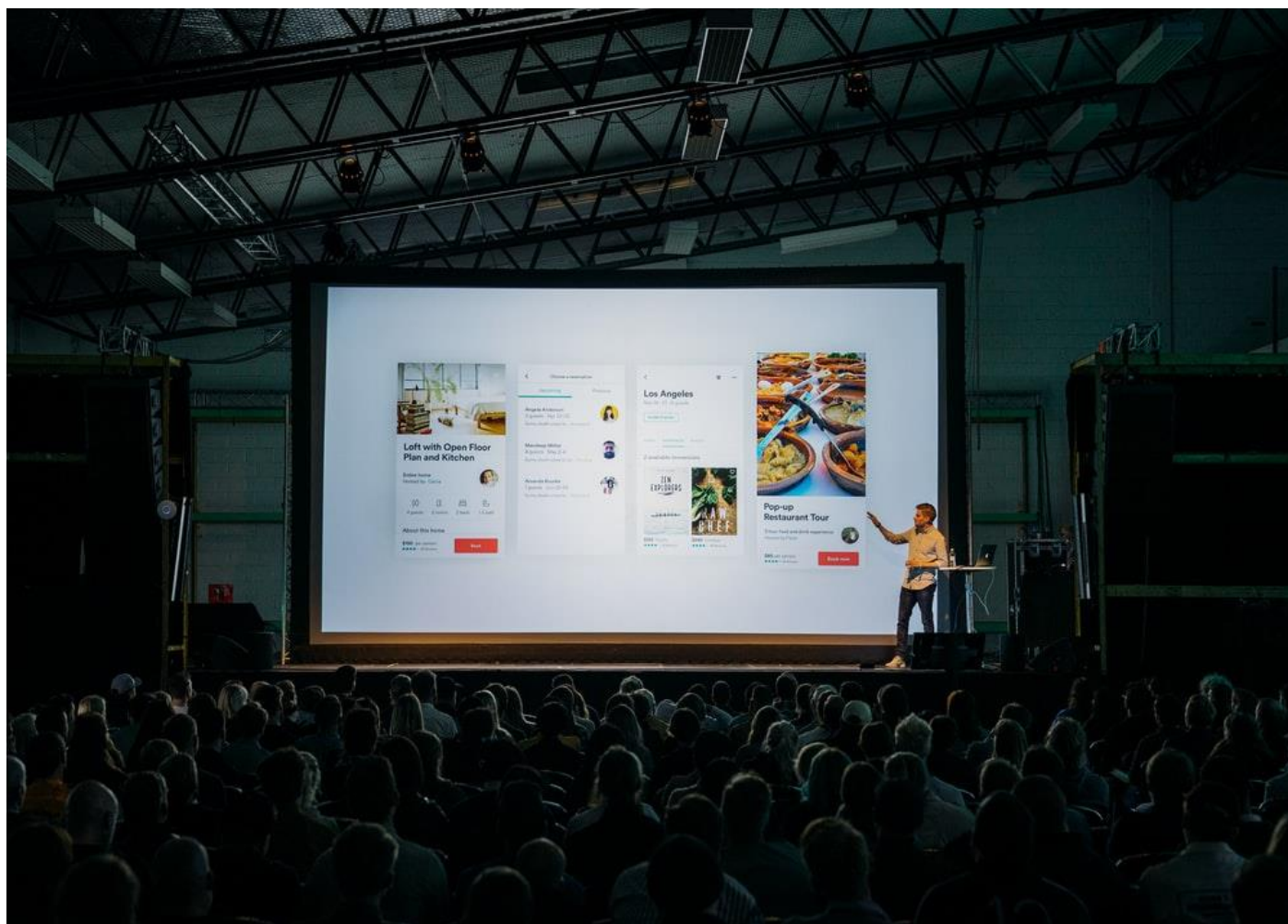
- **Text description:**



During this activity, teachers will basically request the students to develop an elevator pitch that they will have to present and defend in front of the classroom. This activity can be done by groups of students, who will collaborate to develop the idea and the pitch, or individually. Students will think at a business / project idea of their choice and will elaborate a pitch based on this idea, intending to raise funds from potential investors for it. The rest of the classroom will look at their presentation, handling the role of potential investors.

As variant, the teacher can organise a discussion in the classroom to establish a common business idea that the students will have to develop and defend, or decide himself the idea that students will have to develop, by providing basic information, using a real or imaginary study case. Thus, all will work on the same idea, which might allow comparison of results after the presentations, and discussing the efficiency of presentation made.

- **Illustration:**



<https://unsplash.com/photos/bzdhc5b3Bxs>

## Instructions

1. STEP 1 – Form groups of students, if this activity is to be done by teams.



2. STEP 2 – The teacher should give basic instruction to the students about the framework of the activity, having the following different options:
  - Free choice of project.
  - Defined business project that students will have to defend: then the teacher should prepare basic information about the project to provide students with.
  - Common project to be commonly agreed in the classroom, then teacher should organise a brainstorming to define main basic information about the general shape and scope of the project.
3. STEP 3 – The students should have some time to prepare their pitch. It can be done in class, under supervision of the teacher, or at home.
4. STEP 4 – Elevator pitch presentation session. Teacher should make it like real situation, so with limited time (no more than 5 minutes) and a session for Q&A from the audience.
5. STEP 5 – At the end of the session, general feedback about students' performance.

### Expected outcomes

- Learn the process to develop a pitch
- Structure, organise ideas develop analytical mind and synthesis
- Apply knowledge about mobilizing resources and search for investors
- Practice pitching methods
- Improvement of communication ability while making presentations in front of an audience

### This activity can be used in other (module, course, topic, lesson):

- **Module III, Business Pitch, all topics, and lessons**
- **Module III, Business models and Testing business ideas.**

**ENTRECOMP (Competences developed):** creativity, Vision, valuing ideas, mobilizing others, mobilizing resources, Working with others

**DIGCOMP (Competences developed):** browsing, searching and filtering information; evaluating information; storing and retrieving information;

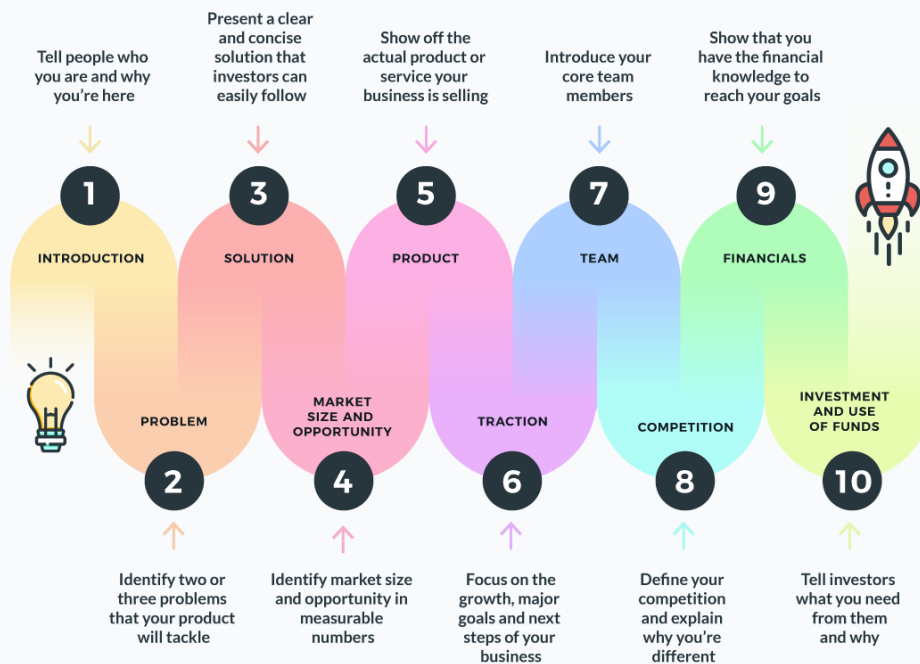
### ANNEX:

Teacher is recommended to provide students with Business Pitch lessons before starting with this activity. To help them in developing the structure of the pitch, he can remind them the following graphic provided in our Topic 1:



WHAT'S INCLUDED IN A

# pitch deck presentation?



The teacher can also give students guidelines questions or orientations, such as:

## 1. Define the problem:

- Determine exactly who has this need.
- Use graphics or images, real cases to describe a problem scenario.

## 2. Present the solution:

- Make an overview of the product or service offered that will solve the problem.
- You can use photos, screenshots, a short list of features and Benefits.

## 3. Your (company) profile:

Be specific, for example: number of members in the team, years of collaboration, experience, previous successes, etc.

## 6. Business plan + KPIs:

- Determine the size of the market
- Identify the total potential target market, show the different segments.



- Present your sales strategy
- Specify how your product is sold. If you sell directly, how long does it take to close a sale? Who has the purchasing decision making? If you use a distribution channel, which one?
- Describe your income model
- Including all revenue and cost drivers.

#### **6. Determine your competition:**

Make sure to present all your competitors. They can be competitors direct or indirect competitors. In other words, it is necessary to identify and summarize the existing alternatives (other technologies or types of products) that are they offer.

#### **7. Financial projections:**

Present your financial plan with main assumptions and expectations.

#### **8. Financing needs:**

What do you expect from your Audience?

