

YOUR PROJECT IN A NAPKIN



-  Module III  Business Pitch  Introduction to pitch  What is a Pitch

Activity: Your project pitch in a napkin

- **Short Description:** This activity comes from the idea that traditionally, many business ideas were discussed in cafeterias around a cup of coffee between business partners. Thus, people would use a paper napkin as main support to write their business ideas. The napkin is small and offers a perfect format for a one – minute pitch template. Therefore, we propose in this activity to create a situation where the student and his business partner will sit together with a napkin as unique support to develop their pitch.
- **Methodology:** Simulation
- **Duration:** 20 minutes + 1-minute presentation
- **Difficulty (high - medium - low):** Any
- **Individual / Team:** Team: groups of 2 students
- **Classroom / House:** This activity is to be developed in the classroom, or in a cafeteria
- **What do we need to do this activity?** (Indicate what resources we need to be able to carry out the proposed activity)
 - **Hardware:** none
 - **Software:** none
 - **Other resources:** a napkin and a pen

Description

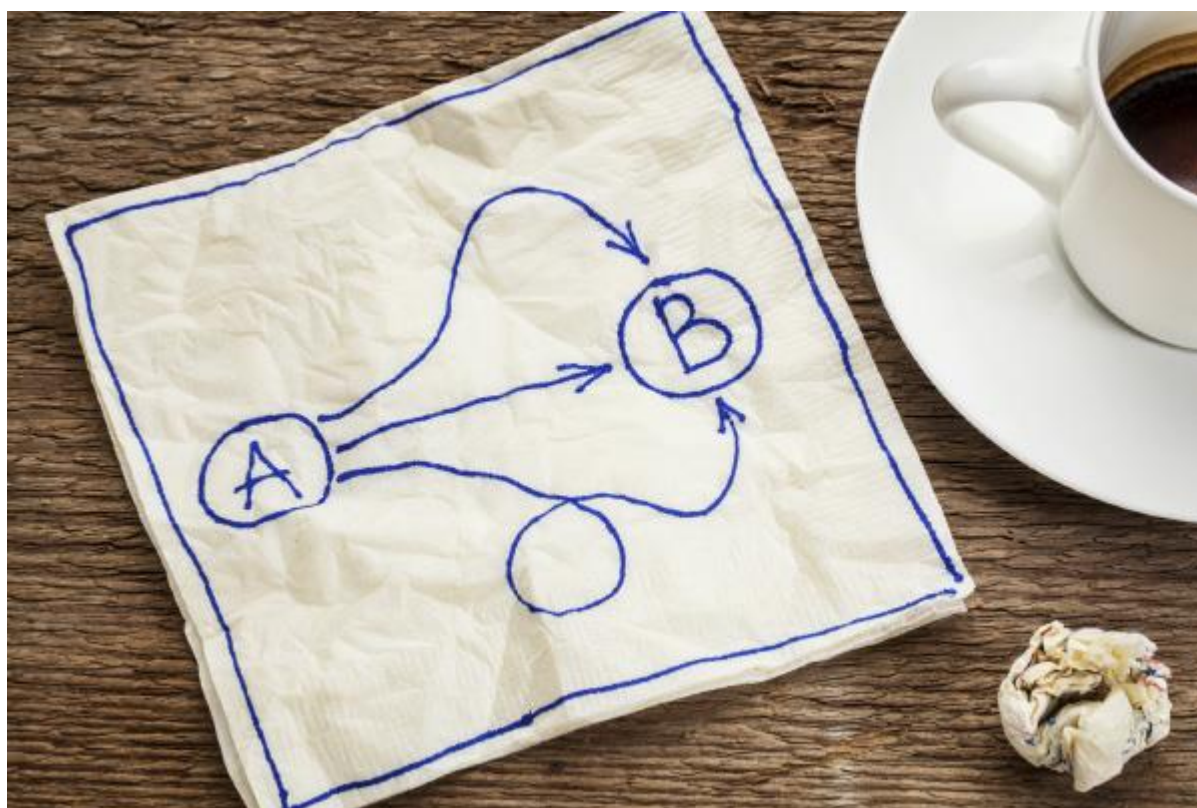
- **Text description:**



In this activity, the two students will have to build a project idea that fit in a napkin. For this, they should brainstorm and decide the main shape and scope of their project, but also the best way to introduce it to the rest of the classroom in less than one minute, and with a napkin as only support for their presentation.

As variant, teacher can also assign roles to the 2 students, one being the young entrepreneur with a project idea, and the other one the potential investor. In this case, the young entrepreneur will have 15 minutes to get prepared, and then 5 minutes and a napkin to convince the investor that he should invest money in his project. Then, students should both feedback about the experience, saying what arguments worked better, what elements were missing, etc.

- **Illustration:**



<http://www.shopkeep.com>

Instructions

1. STEP 1 – Form pairs of students, give them a napkin and a pen
2. STEP 2 – The 2 students have 20 minutes discuss a project / business idea of their choice, and organise those ideas, present them on a napkin
3. STEP 3 – The team should present the idea to the rest of the class with their napkin as only support, and in less than 1 minute
4. STEP 4 – General feedback about their performance.



Expected outcomes

- This is a transversal exercise that requires both business skills and soft skills, with the capacity to think fast in eventual opportunities and how to introduce them, and eventually convince others.
- Students will learn how to develop Business idea and will work on their sense of creativity and collaboration.
- Students will develop analytical mind and synthesis
- Improvement of communication ability while making presentations

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): Spotting opportunities, Creativity, Vision, valuing ideas, Mobilizing others, , Working with others.

ANNEX:

According to the level of difficulty intended for this activity, the teacher can provide students with some guidelines to structure their napkin. For this kind of exercise, it is generally recommended to split the napkin and make a four-quadrant framework, such as shown in this model:

NAPKIN PITCH – CONCEPT NAME	
<p>The big idea – Main value</p> <p>Description of the concept, strategy</p>	<p>WHO?</p> <p>Who is our target, what is their need and how our concept will provide them with benefits?</p>
<p>HOW?</p> <p>How will we operate / execution of the project? Technical feasibility of the project</p>	<p>WHY?</p> <p>What is the business opportunity behind this idea? How it is viable and profitable? Why are you the best team to develop this idea?</p>

This table can be filled with words, icons, or drawings.

