



Storytelling Challenge B1

I can tell stories.

Entrepreneurial Culture



Elevator Pitch

Students present their business idea to a group of “investors”, but are given only 1 minute to do so. In addition to that they need to succeed against their competitors. This task is not easy and requires quite a lot of know-how.

Student Manual

Youth Start Entrepreneurial Challenges Programme

based on the TRIO Model for Entrepreneurship Education – www.youthstart.eu

Core Entrepreneurial Education				Entrepreneurial Culture						Entrepreneurial Civic Education	
	Idea Challenge		Hero Challenge		Empathy Challenge		Storytelling Challenge		Buddy Challenge		My Community Challenge
	My Personal Challenge		Lemonade Stand Challenge		Perspectives Challenge		Trash Value Challenge		Open Door Challenge		Volunteer Challenge
	Real Market Challenge		Start Your Project Challenge		Extreme Challenge		Be A YES Challenge		Expert Challenge		Debate Challenge

The TRIO Model is a holistic definition of entrepreneurship that encompasses three areas:

Core Entrepreneurial Education comprises basic qualifications for entrepreneurial thinking and acting: developing and implementing original and innovative ideas in a creative and structured manner.

Entrepreneurial Culture refers to personal development: self-initiative, self-confidence, teamwork, empowering oneself and others.

Entrepreneurial Civic Education aims at enhancing social competences and empowering students in their role as citizens: assuming responsibility for oneself, others and the environment.

Each challenge belongs to a **challenge family** that has its own icon with a colour code that corresponds to one of the three TRIO areas. A challenge family comprises several challenges on different competence levels. The letter codes given in the teaching materials correspond to the following levels:

A1 – primary level; A2 – secondary level I; B1 and B2 – secondary level II; C1 – transition from secondary level II to tertiary level. Each level builds on the preceding level.



Worksheet 1: Questions for Pairwork

In pairs or small groups, answer the following questions. Be sure to write down examples to support your answers, and be prepared to share back with the rest of the class!

1. Why do you like this business idea? What aspect(s) do you think are clever and unique?

2. Do you think this business idea could stand a chance if reintroduced to the free market today? Why or why not?

3. What makes a business idea successful? Do you think only having a clever idea leads to success? Why or why not?

4. What other elements that you already know are predicting factors for the success of a business idea?

5. What do you think is more important for success? A good business idea or a strong sustainable business model? Or both? Explain and support your answer.



Worksheet 2

Meeting-Marketing Department

AGENDA

DATE: 25 June 2015, 9:30
PLACE: Meeting room, 3rd floor

Present during the meeting:
Board of Directors, potential clients, groups of Marketing Department

- 1. Launch of new product/s**
 - Elevator pitch – presentation of marketing group results
 - Time limit for pitch: **1 minute** per group
- 2. Decision-making Criteria; elements of elevator pitch:**
 - company name, name of product/service, logo and slogan
 - description of product and/or services
(value placed on language such as sustainable, green, socially responsible)
 - What's your USP?
(Who are your competitors/what makes your product/service special?)
 - marketing strategy: 4 Ps (product, price, place, promotion)
 - target group
 - market potential
 - additional information
- 3. Discussion of further Procedure**
 - evaluation of product presentation
 - assessment of elevator pitches by Board of Directors
 - discussion of results
- 4. Agreement on Strategies to promote our product and short written report to CEO**
- 5. Miscellaneous**

Minutes taken by: IKA



Worksheet 3

Let's Create a 1 Minute Elevator Pitch!

There are many ways to develop a pitch, but here is one way that you can follow to make an elevator pitch that lasts no longer than 1 minute.

Step 1. What's your objective and who is your audience?

You need to think about the reason for making your pitch. Are you trying to sell a product/service to potential business investors? Or are you simply wanting to attract new clients? Based on your purpose for pitching, it will change the way you pitch it.

Step 2. Here you will state your company name, product/service name, and or slogan.

Step 3. Describe your company, your product, or your service.

What do you do? Here you want to explain in a nutshell using descriptive vocabulary describing your company, product or service. Important buzzwords are sustainable, green, socially responsible, etc.

Step 4. Identify your target group (age, education, geographical, etc) and market potential.

Who is your product ideal for? Who is your clientele? What market potential do you have with this clientele? Is it local, national, or international? Why?

Step 5. Communicate your USP (Unique Selling Proposition)

What makes your company, product, or service so unique? This will require you to do some market analysis to know your competitors (if they exist) and to know what makes you special!

Step 6. Hook the audience with a question

This question can touch on the Marketing Strategy 4 Ps (Product, Price, Place, and Promotion). Write an open ended question that you can answer yourself so you can answer the 4 Ps.

Step 7. Wrap it up

This part you will want to reiterate your USP and any other additional information about your company, product or service that makes it special. Also restate your market potential and target group. Finally, end with a clever statement or slogan that will stick in your audience's mind.

NOW PRACTICE!



Worksheet 4

Teacher/Peer Assessment

Criteria	Notes	Points 1=Weak 5=Strong
Company/Product/Service Name, Logo and Slogan		
Product Description		
USP		
Marketing Strategy 4 Ps (Product, Price, Place, Promotion)		
Identified Target Group		
Identified Market Potential		
Additional Information		
Presentation Skills		
Presentation Materials		
Time Management		
Total		



➔ Worksheet 5

End of Unit Self-Assessment

Circle each face that shows how you did!

I can face potential competition in the implementation of tasks.	😊	😊😊	😊😊😊
I can explain different possibilities to finance my ideas.	😊	😊😊	😊😊😊
I can identify and seize opportunities	😊	😊😊	😊😊😊
I can see ethical problems.	😊	😊😊	😊😊😊
I would like to contribute with my idea to a future-oriented ecologically and socially sensitive behaviour in business and society.	😊	😊😊	😊😊😊
I can communicate well with other people.	😊	😊😊	😊😊😊
I can take the initiative to convince others when making group decisions.	😊	😊😊	😊😊😊
I can work with others and maximise the use of individual skills.	😊	😊😊	😊😊😊
I can come up with ideas for effective marketing	😊	😊😊	😊😊😊
I am aware of risks and take over responsibility for my own actions.	😊	😊😊	😊😊😊
I can pitch a business idea	😊	😊😊	😊😊😊



Worksheet 6

End of Unit Wrap-Up

1. After this challenge do you feel like you could better pitch a business idea?

2. What are three things you feel like you learned most from this challenge?

3. Do you think that learning about an Elevator Pitch might help you with your public speaking skills?

4. After this challenge, do you feel you have more or less fear speaking in front of an audience? Why or why not?
