

Lemonade Stand Challenge B1

I can sell ideas.

Core Entrepreneurial Education



Selling ideas



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KIRCHLICHE
PÄDAGOGISCHE
HOCHSCHULE
WIEN/KREMS



Context

Inspire others with your ideas

based on Storytelling Challenge B1
part 1 and 2



In combination with the Lemonade Stand
Challenge B1



Example: Elevator Pitch and Persuasive Presentation

www.youtube.com
e.g. creative pitch virgin
hotels
(<https://www.youtube.com/watch?v=EQIvwVQwLKI>)

LET'S

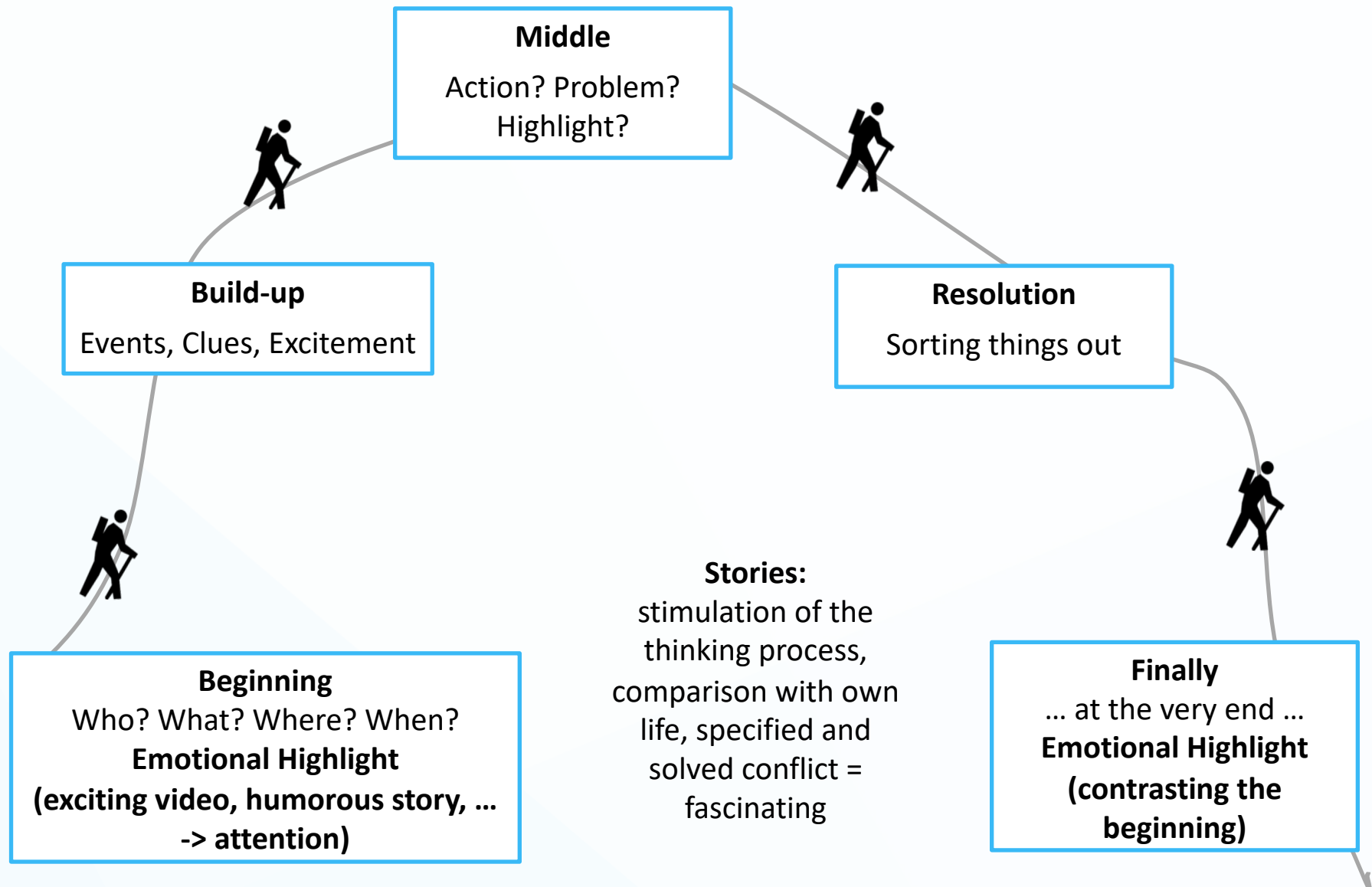


Content: Evaluation of the Elevator Pitch (Storytelling 2, Student manual, Worksheet 4)

- Company, product, service, name, logo, slogan
- Description of good(s) or service(s)
- USP
- Marketing strategy: 4 Ps
(Product, Price, Place, Promotion)
- Target group
- Market potential
- Additional information
- **Presentation technique and material**
- Time management

Structure: The Storytelling Mountain

(Storytelling 1, Worksheet 3)



Presentation technique and materials

