



Activity 10: Pitch game

This activity wants to introduce the entrepreneurial process and the associated mindset and skills.

Abstract:

Within this activity, learners will try to convince the class that the idea they are developing it's a great one. The aim is to encourage them to think broadly, and without limits and constrains.



Topic:

pitching

Basic skills:

courage, creativity, teamwork, communication, public speaking

Keywords:

start-up development, entrepreneurial skills

Cost:

Free

Duration:

From 30 min to 1 hour

Rating:

(Tick the smiley to remember how much you liked it!)

😊 😐 😞





Description of learning outcomes

The learning outcomes of this activity for the learners are to:

- ✓ teach them the idea generation that helps them cultivate entrepreneurial mindsets
- ✓ understand the importance of teamwork and collaboration as part of being a successful entrepreneur.
- ✓ be motivated for future entrepreneurial concepts

Skills

The skills tested in this activity are related to:

- ✓ resourcefulness - development of different ways to overcome challenges
- ✓ creativity
- ✓ courage

Competences

This activity wants the learners to be confident enough for:

- ✓ pitching
- ✓ public speaking
- ✓ opportunity-seeking

Knowledge

The learners know at the end of the activity how to use knowledge they acquired in order to present their idea:

- ✓ How to stand up and speak in front of the group
- ✓ What is the process to come up with business name/product idea
- ✓ How to make a quick, focused, creative pitch

Activity description

Consider the following steps for the development of the activity.

Pitch game

The aim of this activity is to incorporate entrepreneurial learning into the class through a quick, easy way to introduce the entrepreneurial process and the associated mindset and skills.

Preparation of activity

For preparing this activity we need A0 paper, sets of nouns, adjectives and verbs (pre-prepared cards). Every team (3-5 members) takes 3 cards (one noun, one adjective and one verb). Let them know what the task of this activity is: "Present your imaginary business using the group of words (noun, adjective, verb)".

- 1) Give one A0 sheet of paper to every group and let them take a group of words (3 words for every team).
- 2) Prepare for yourself more detailed information about guidelines used in this activity.

Start with a question: What is the problem?, What is the solution?, Why is it unique?, Who are you selling to?, How much are you selling?, What do you ask?, What do you want to do?

- 3) Create a positive atmosphere by selecting a classroom with enough chairs and tables, and working material (paper, cards with words).

Implementation of activity

- 1) Be clear about the task of the activity and reassure yourself that it is understood by everyone. Also, ask for some previous experience or special knowledge among the participants.
- 2) The learners prepare their pitch using 3 words, answering questions indicated in guidelines. They have 15 min for preparation. Every team has 30-90 second to pitch their idea.
- 3) A discussion about how the learners feel to stand up and speak in front of the group, how





did the working in the group help or make coming up with an idea and pitching more difficult.

- 4) Share with learners that when brainstorming there are no bad ideas and crazy ideas are welcome; the point of this activity is to be creative and persuade someone to buy or invest in your product, so focus more on preparing a great pitch, even if the product idea isn't that compelling.

and other groups demonstrates the interest/laughs.

- 2) Incite learners to use the learning diaries to reflect on the learning experience of this activity.

Follow up

As this activity is prepared for qualification level, the coach comments on the way the learners created and developed their pitches by providing useful advice and theoretical input.

Assessment/ evaluation of activity

- 1) The activity is considered to be a success if the learners are able to make their pitch original,

Methodological summary:

- ✓ Working method: some information should be taught and followed by individual work and group discussions
- ✓ Assessment/evaluation method:
 - * Formative evaluation: make a quiz and ask the participants questions; presenting and comparing results from pitches, etc.
 - * Learning diaries - incite the learners to take notes of the most important things they learnt (enhancing the ability to extract information and draw conclusions)
- ✓ Methodological recommendation for implementation in existing training measures:
 - * It is important to gain the learners' interest and to motivate them well for this task.
- ✓ Learning environment preparation: classroom, chairs, slides with guidelines (optional)
- ✓ Resources/ materials needed: A0 paper, markers, word cards
- ✓ Motivation drivers for learners: praise, be positive
- ✓ Suggested activity to do next: to prepare a pitch for their idea which they are developing and to prepare their own pitch.





Handout for participants

Pitch game

Within this activity, you learn how to creatively combine thoughts to generate ideas that fill a want or a need in the marketplace. You will get experience to stand up, pitch and overcome public speaking challenges.

Required Material

- ✓ Paper
- ✓ Pen
- ✓ Markers
- ✓ Cards with words (noun, verb, adjective)



Your task:

Get ready for the activity!		
 <p>Team Source: k12insight.com</p>	<p>STEP 1 Create groups with 3 – 5 members. Choose 3 words: a noun, adjective and verb.</p>	<p>Consider... Think what you need for this activity.</p>
Do it...		
 <p>Idea generation Source: Google</p>	<p>STEP 2 Using 3 words, develop a 30-60 second pitch for the product which should answer the following: What is the problem? What is your solution? Why is it unique? Who are you selling to? (Your market!) How much are you selling it for? What do you ask? What do you want us to do?</p>	<p>Notes on Step 2 Keep in mind what you have learnt on entrepreneurial process.</p>
The finish...		
 <p>Source: evaluation icon</p>	<p>STEP 3 Save your progress, and let the coach give you feedback on your actions during the game.</p>	<p>Notes on Step 3 Useful tips and theoretical input by the coach.</p>





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