



Activity 8: Sales pitch

This activity wants to help learners feel confident enough to prepare a sales pitch in order to impress potential investors. The main skills tested are related to presentation, teamwork, brainstorming, public speaking and problem solving.

Abstract:

This activity aims at allowing the learners to prepare a sales pitch about a product or service. Their goal is to convince potential investors to fund their idea. At the end of the activity, the coach will give them some tips on how to improve their presentation skills.

Activity: Pitch Game

1. Tell students they are going to create a new product and then try to convince the class it's a great idea.
2. Form groups of 2 to 4. (GroupUp!, found in every VentureLab elementary lesson, is a helpful resource to form groups.)
3. Give groups 3 words: a noun, adjective, and verb.
4. Tell students they will brainstorm a business name and ideas for a product or service that meets the needs of a user and includes an adjective, noun, and verb in some way.

Sales pitch

<https://venturelab.org/free-activity-pitch-entrepreneurship-game/>

Topic:

pitching

Basic skills:

pitching, presentation skills, teamwork, creativity, Business English, public speaking, brainstorming, problem solving

Keywords:

pitching, communication skills, Business English

Cost:

Free

Duration:

According to the time determined by the coach

Rating:

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

😊 😐 😞





Description of learning outcomes

The learning outcomes of this activity are to:

- ✓ improve and assess their presentation skills
- ✓ make a convincing and successful presentation
- ✓ become comfortable with public speaking

Skills

The skills tested in this activity are related to Business English:

- ✓ being able to present and sell their product or service

Competences

This activity wants the learners to be competent enough to pitch their product or service and receive funding from potential investors:

- ✓ understanding of how to make a successful pitch
- ✓ presentation

Knowledge

The learners know at the end of the activity how to make a pitch:

- ✓ How to create a pitch for your product or service

Activity description

Consider the following steps for the development of the activity.

Sales pitch

This activity utilises a computer -based approach that focuses on assessing the learners' ability of pitching their product or service to potential investors. It allows learners to use their knowledge on the topic and be creative. The amount of time required to finish this activity depends on the time decided by the coach.

Preparation of activity

For preparing this activity, the learners need to save the exercise to their computer.

Implementation of activity

- 1) The learners receive the exercise in their email address and then they save it to their computer.
- 2) The coach divides them into groups.
- 3) The learners read the instructions and begin the activity.
- 4) The coach gives them some tips on how to improve their presentation skills.



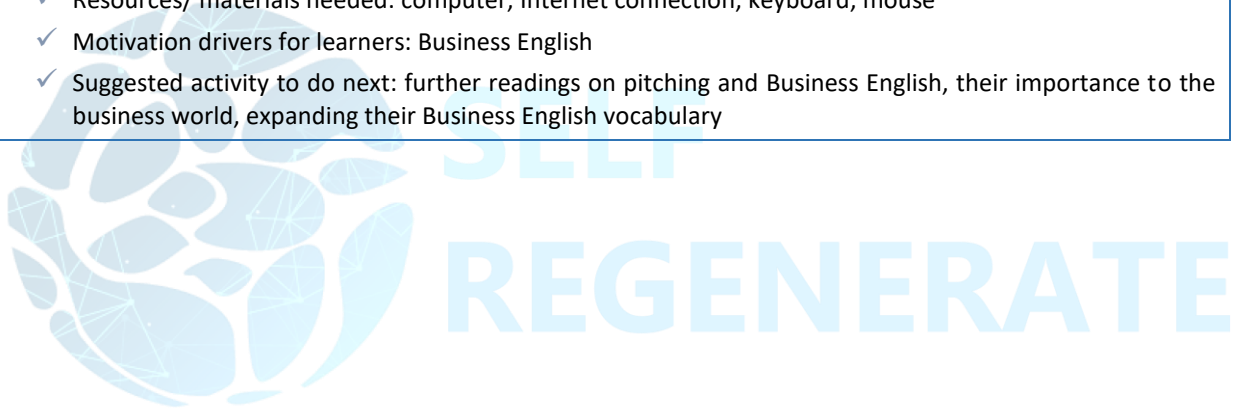


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Methodological summary:

- ✓ 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 their answers, 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; they develop their civil courage competences and learn about suitable possibilities for action.
- ✓ Learning environment preparation: their own space
- ✓ Resources/ materials needed: computer, Internet connection, keyboard, mouse
- ✓ Motivation drivers for learners: Business English
- ✓ Suggested activity to do next: further readings on pitching and Business English, their importance to the business world, expanding their Business English vocabulary





Handout for participants

Sales pitch

Within this activity you test your knowledge on pitching your product or service.

Required Material


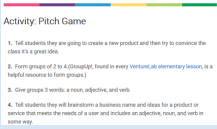


- ✓ Computer / Laptop
- ✓ Keyboard, mouse
- ✓ Internet connection

Activity: Pitch Game

1. Tell students they are going to create a new product and then try to convince the class it's a great idea.
2. Form groups of 2 to 4. (GroupUp!, found in every VentureLab elementary lesson, is a helpful resource to form groups.)
3. Give groups 3 words: a noun, adjective, and verb.
4. Tell students they will brainstorm a business name and ideas for a product or service that meets the needs of a user and includes an adjective, noun, and verb in some way.

Your task:

<https://venturelab.org/free-activity-pitch-entrepreneurship-game/>

Get ready for the activity!		
 <p>Source: Google</p>	<p>STEP 1 Connect to the Internet, check your email for the exercise, and download it.</p>	<p>Consider... Think what you need for this activity.</p>
Do it...		
 <p>https://venturelab.org/free-activity-pitch-entrepreneurship-game/</p>	<p>STEP 2 Read the instructions, and work in groups to make a successful pitch.</p>	<p>Notes on Step 2 Keep in mind what you have learnt on pitching.</p>
 <p>Source: Adobe Stock</p>	<p>STEP 3 The coach gives theoretical input and some tips on how to improve their presentation skills. The learners proceed to discuss the topic further.</p>	<p>Notes on Step 3 Useful tips and theoretical input by the coach. Further discussion of the topic.</p>
The finish...		
 <p>Source: follow-up icon</p>	<p>STEP 4 The coach discusses with the learners whether the activity fulfilled its purpose, whether they liked it or not, and generally receives feedback on the activity.</p>	<p>Notes on Step 4 Discussion of the learning activity.</p>





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Your Notes:



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