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Pitch Your Vision

Week 1 - Inspire





Agenda:

1. Introduce Discover your Pitch
2. Establish the Team(s)
3. Ice-breakers/ Team builders
4. Product Inspiration and Success Stories
5. Brainstorming Activity
6. Questions and wrap-up



Welcome!

Pitch Your Vision is a 6-week program that provides students the opportunity to:

- Develop ideas for launching a new entrepreneurial venture
- Create a product or service that meets one of the UN Sustainable Development Goals
- Test ideas through market research and prototyping
- Learn how to set goals and develop a business model canvas
- Learn how to pitch their product/ service.



Learning Objectives



Learn and understand the significance of entrepreneurship and innovation in our economy



Impart understanding of teamwork, leadership, and responsibility



Generate ideas for innovative products that are sustainable and competitive



Gather data, evaluate alternatives, and develop a business model canvas



Learn and apply business concepts from inception to product pitch, including product ideation, market research and prototyping, and creating a business plan and mission statement



Make effective sales pitches and presentations



Set individual and team SMART goals and reflect on learnings



Introduction

Each team will address one of the 17 UN Sustainable Development Goals through their innovative business idea. They will formulate how their product or service meets the SDGs.

The top 6 finalist teams will get the opportunity to present their business idea during the final Pitch Competition.

To find out more about the UN SDGs, visit <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>



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Establish Teams

Students can either work with partners

Or

Work in groups of 2 to 5 members



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Ice-breakers & Team Builders



Product Inspiration

Scribo is a JA Slovakia company that created whiteboard markers made from recycled wax. Scribo won the 2022 JA Worldwide Company of the Year Award based on their innovative and sustainable idea.





Product Inspiration



Students from JA Northern Alberta company Gaia made jewellery from disposable masks. Gaia won the 2022 JA Canada Company of the Year Award.



Product Inspiration

JA Central Ontario company FeedxNeed strived to alleviate food insecurity in Toronto and the GTA. The company's main focus was creating the Food Map, a collection of food services in Southern Ontario that went beyond just food banks.





Product Inspiration



Moana Tae is a JA Central Ontario company that aimed to create awareness on how climate change is destroying coral reefs and effecting underwater animals. Inspired by this, the Moana Tae team handcrafted bracelets to gather funds to help save our colourful oceans. A percentage of their revenue was donated to the Great Barrier Reef Foundation.



Product Inspiration

Cards Reincarnate is a JA BC company that created hand made and designed greeting cards with detachable seed paper. Customers can plant the cards and they will grow into wildflowers to 'grow the relationship between giver and receiver'.





Product Inspiration



Students from this Jamaican JA Company, Plastato, figured out the chemistry it took to turn potatoes into plastic and then used that plastic to create jewellery.



Success Stories

JA Alumni:

Mark Cuban: Owner of the Dallas Mavericks

Donna Shalala: Former Secretary of Health when Bill Clinton was President

Bruce Poon Tip: Founder of G Adventures, a global travel company

Nicholas Kee: JA Jamaica Alumni (founding member of Plastato) now pursuing 3 different ventures with partnerships made across the Americas



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Brainstorming Activity

[Watch the following video](#)



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Brainstorming Activity

Let's brainstorm!

Think about filling a customer need (based on the UN sustainable development goals). **Identify a customer need that could use a solution.**



Attempt to answer the question “How might we solve this need?”



Brainstorming Activity

When Brainstorming, be sure to:

- defer judgment of ideas
- go for quantity over quality
- build on the ideas of others
- don't hold back
- move quickly to the next idea
- and record everything



Brainstorming Activity

“The best ideas for companies often stem from attempting to solve personal problems or irritations. If we tried to think of a good idea, we wouldn’t have been able to think of any ideas at all.”

- Brian Chesky, Founder AirBnB



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Brainstorming Activity

Brainstorming can be done individually, in pairs and in groups



BRAINSTORMING

– INDIVIDUAL

Working individually, record as many ideas as possible.



BRAINSTORMING

– IN PAIRS

Working with a partner, share ideas by taking turns. One person shares while the other person records.



BRAINSTORMING

– IN GROUPS

Everyone shares their ideas in a lively, fast-paced group discussion. Remember not to judge ideas.



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Brainstorming Activity

Need help overcoming challenges?

- **Ideas don't seem big enough.** Don't limit yourself to what is real and possible. Small ideas don't often have the ability to become big ideas without considering the seemingly impossible.
- **Snickering at ideas.** There are no bad ideas. Try the phrase “Yes, *and*....” to encourage each other to build on ideas that have been presented before.
- **You get stuck.** Prompts often help to create breakthroughs. Here are some questions if you are stuck:
 - *What if you were in space?*
 - *What if money was no object?*
 - *How would you deal with this if you were in a different time period?*
 - *What would you do if you were someone else?*
 - *How would you think about the problem if you were a different gender?*
 - *How would you think about the problem if you were 10 years younger?*



Next Steps

Before next meeting complete the quick “What’s Your Leadership Style” quiz.

<https://hbr.org/2015/06/assessment-whats-your-leadership-style>



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Questions & Wrap-up



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