

pitch your VISION



Week 1

INSPIRE



Member of JA Canada



Agenda

1. Introduce JA Pitch Your Vision
2. UN Sustainable Development Goals
3. Establish the Team(s)
4. Ice-breakers/ Team builders
5. Product Inspiration and JA Success Stories
6. Brainstorming Activity
7. Questions and wrap-up





Welcome!

JA 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 lean business plan
- Learn how to pitch their product/ service.





Learning Objectives



Learn about the significance of entrepreneurship and innovation in our economy



Understand teamwork, leadership, and responsibility



Generate ideas for innovative products that are sustainable and competitive



Gather data, evaluate alternatives, and develop a business plan



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





UN Sustainable Development Goals

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/>



Establish Teams

Students can either work with partners
OR
Work in groups of 2 to 5 members





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



Gaia is a JA company from Northern Alberta that made jewellery from disposable masks.

Gaia won the 2022 JA Canada Company of the Year Award.





Product Inspiration

FeedxNeed is a JA Central Ontario company that 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 affecting underwater animals. Inspired by this, the Moana Tae team handcrafted bracelets to gather funds to help save our oceans. A percentage of their revenue was donated to the Great Barrier Reef Foundation.





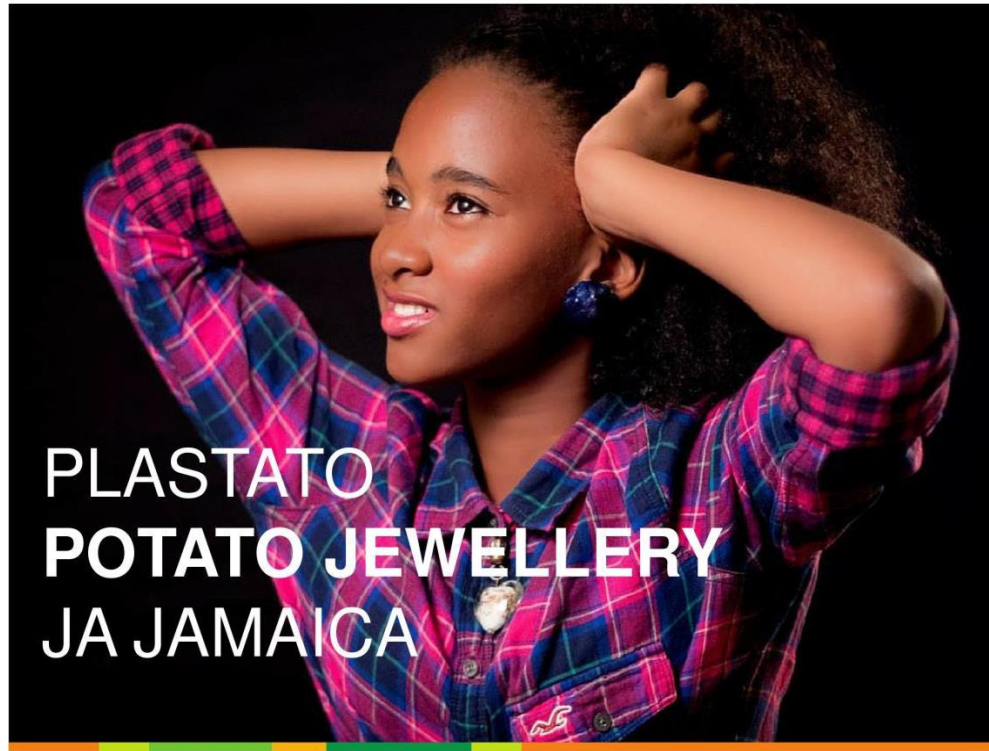
Product Inspiration

Cards Reincarnate is a JA BC company that designed and created handmade 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



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



JA 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





Brainstorming Activity

[Watch the video below](#)





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





Brainstorming Activity

Brainstorming can be done individually, in pairs, and in groups



BRAINSTORMING **– INDIVIDUAL**

Working individually, record as many ideas as possible.



BRAINSTORMING **– PAIRS**

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



BRAINSTORMING **– GROUPS**

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



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 to ask if you are feeling 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 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>

