

pitch your VISION



Week 2

INSPIRE



Member of JA Canada



Agenda

1. Recap and Expectations
2. Defining Group Norms (Optional)
3. Bag of Junk & Pitching Activity
4. Student Innovation
5. Importance of Prototyping
6. Product and Service Research Worksheet
7. Continue Brainstorming
8. Questions and Wrap-up





What are Norms?

A **norm** is an informal guidelines about what is considered normal social behaviour in a particular group.

For example, it might be a norm in a workplace that people stop for lunch any time between 11am and 2pm.





Whose Norms are These?

Match the following brands with their stated norms:





Whose Norms are These?

THINK OUTSIDE THE BOX

Lead by example.

Learn from experience.

Help better the brand from the inside out.

The time you spend in the office is up to you, depending on your role, needs and results. That means you can unleash your potential at work knowing your personal life is in great shape too.





Whose Norms are These?

PRODUCTIVITY IS KEY

Get stuff done: All engineers should have written code that goes live within a week of starting work.

Use whatever tools you like best, you'll be more productive.

There are no stupid questions. Ask anything you don't know.





Whose Norms are These?

FAST IS BETTER

It's best to do one thing really, really well.

Fast is better than slow.

There's always more information out there.

You can be serious without a suit.

Great just isn't good enough.





Whose Norms are These?



THINK OUTSIDE THE BOX

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Building Your Team Norms

Some categories that a team should consider are:

- **Listening** – How will we encourage active listening? How will we handle interruption?
- **Decisions** – How will we make decisions? When will we use consensus?
- **Expectations** – How will we communicate expectations? How will we ensure integrity?
- **Confidentiality** – How will we be transparent? How will we respect privacy?
- **Participation** – How will we encourage participation? How will we ensure that all feel valued and included?





Bag of Junk Activity

- Work in your assigned groups
- Using the items, you have been given, create a potential new product or service – think about a daily problem you run into personally or a bigger world issue as inspiration for your product or service
- Not all items have to be used or be utilized for their intended use
- You have 15 minutes for planning, creating your product or service and preparing your pitch





Bag of Junk Activity

Your pitch should be 1 minute max and include:

- A clearly stated problem
- Description of the product/ service solution
- Who is the audience or customer (target market)?
- What benefits will they enjoy?
- What will it cost?
- Why would a customer choose this product/ service over another (what is the competitive advantage)?
- Catchy tag line to attract attention





Innovation

[Click the watch the video below](#)





Company Evaluation

Cards Reincarnate sold greeting cards with creative designs which included a sheet of wildflower seed paper which could be removed and planted.

Consider the following questions:

- Is this an **Innovation** or **Invention**? Why?
- What problems were these students trying to solve?
- Do you think this product fills a need in the market?
- Is this filling a customer “want” or a “need”?





Company Evaluation

Sitto created a baby-sitting app where customers could find babysitters, book and pay using the app. Think “Uber” for babysitting.

Consider the following questions:

- Is this an **Innovation** or **Invention**? Why?
- What problems were these students trying to solve?
- Do you think this product fills a need in the market?
- Is this filling a customer “want” or a “need”?





Prototyping

A **prototype** is an initial or preliminary version from which your product is developed. A prototype helps you and others visualize and test your product design and can provide insights into the functionality of your design and inform changes needed.





Why is Prototyping Important?

1. Evaluate and Test Your Idea



(prototype)



(minimum viable product)



(product)



Why is Prototyping Important?

2. Clarify Production Details



(product)





Why is Prototyping Important?

3. Selling Your Idea





Product/ Service Research

It is important to research an idea to determine if it can translate into a viable business (build a prototype, if possible, to ensure you can produce it).

Research your idea

- To see if it is feasible

Research your customer

- To determine your target market
- To see who will buy your product

Research your market

- To analyze your competition
- To determine your selling price
- To see if your idea can be profitable

Conduct your product research first to ensure that your idea is feasible. If it is, continue to your consumer and market research. If it isn't, go back to brainstorming.





Product/ Service Research

1. Product – Describe the product or service.

2. Target Market – Who are your customers?

Who:

What:

Where & When:

Why:

How much:

3. Competitive Advantage – Why would a customer choose you?

4. Production Materials – what materials would you need for production?

5. Supply Chain & Costs – where will you get materials and what do they cost?

Raw material	Supplier Info	Per unit cost

6. Provision Planning – What steps will you need to take to get the materials?

Step 1:

Step 2:

Step 3:

Step 4:

Step 5:


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Answer as many of the questions on the provided worksheet as you can. This will help you fully understand your idea and will help prepare you for pitching your idea to your team and others.





The Product

1. Product – Describe the product or service.



2. Target Market – Who are your customers?

Who:

What:

Where & When:

Why:

How much:

Competitive Advantage – Why would a customer choose you?

4. Production Materials – what materials would you need for production?

Describe the product or service.

Be as detailed as possible, including any packaging that will be required.

A drawing may also help.





Target Market

Your **target market** is your defined group of customers who are most likely to purchase a product or service.

To clearly define your target market, think about:

- **Who?** Who is your most likely customer? What is their age range? What gender are they?
- **What?** What would they think of your product or service?
- **Where & When?** Where would they do business with you? When is the best time to sell to them?
- **Why?** Why would customers want to use your product/ service?
- **How much?** What price would they be willing to pay?





Competitive Advantage

Your **competitive advantage** is what will lead a customer to buy your product or service instead of another.

Consider:

- What business model best suits your idea or creates an advantage?
- What other products or services would be in direct competition and how much do they charge?



How to identify your competitors:

- Search for businesses that sell the same or similar products or services (ex. Google search)
- Check out competitor websites for information on their target market
- Search on social media to analyze their consumer reach and any gaps





Production Materials

Describe the **materials and resources** needed to produce your product or provide your service.

Think about:

- Where and who will be making your product? (ex. would you produce it yourself or outsource locally or globally?)
- Include everything you may need to use in the production of your product or service.





Supply Chain & Costs

Search online to find out the costs of the various materials you would need to produce your product or provide your service. Shop around for the best prices and consider factors like quality and shipping times (ex. a material might be cheaper if purchased overseas, but may take a long time to receive).

Note that teams will not be required to spend any money or start the business in the Pitch Your Vision program.



5. Supply Chain & Costs – where will you get materials and what do they cost?		
Raw material	Supplier	Per unit cost





Provision Planning

What steps will you take to get the necessary resources?

- Are the materials and resources easily available?
- Are any special skills required?
- Are there licenses or certifications needed to provide this product?
- Are there any potential issues with availability of materials or resources for this product or service?

6. Provision Planning — what steps will you take to get the materials?

Step 1:

Step 2:

Step 3:

Step 4:

Step 5:





Product and Service Guidelines

The product or service should:

- Fill a need
 - Refer to the UN Sustainable Development Goals
- Be something for which customers are willing to pay
- Be something the team members are passionate about and believe in





Get Started!

- When brainstorming a product/ service idea, consider the 17 UN Sustainable Development Goals
- Start by researching what kind of products or services can help meet one of these goals
- Check out all the different foals on the official website: <https://sdgs.un.org/goals>
- You can also reach this article: [17 Companies Helping Meet the UN Sustainable Development Goals](#)





Next Steps

Complete the **Product and Service Research Worksheet** for one idea and prepare to pitch it to your group next session.

