

Snake Oil: Pitch Your Product Ice-Breaker

Review the directions below and then share them with participants so they can play the game as instructed.

Snake Oil Ice-Breaker instructions:

The object of the game is to imagine a product/service from a random selection of words (noun cards) and pitch that product/service to a particular customer segment.

Note: There are two types of cards within the set. One type of cards is customer cards (12 in number) and the others are noun cards (60 in total).

Participants will try to convince each other that the product/service (from the noun deck) is appealing to a particular consumer (as chosen from the customer deck).

It is helpful to demonstrate how the game works:

- i. Have a mentor pick a customer card and share with the group.
- ii. Another mentor can select six cards from the deck, and from those, select two cards as the name of their product/service.
- iii. The mentor can then pitch this product/service to the customer as described on the customer card.
- iv. Mentors should explain that the customer will only be allowed to choose one product or service to buy.

There are 2 variations of the activity, depending on the number of participants:

Variation 1 (1-12 participants):

- i. One player selects a customer card. This is the person to whom everybody else is going to try to sell their product.
- ii. The other players each choose five cards from the noun deck and from these five cards, choose two that, when combined, could be an appealing product for the customer to purchase.
- iii. Each player gets a turn to persuade the player with the customer card that his or her product is the best (we recommend a 30 second pitch). After everyone has pitched their products, the customer player decides which product he or she wants to purchase. This person becomes the winner and chooses a customer card.
- iv. Repeat steps i-iii as time permits.



Variation 2 (13-30 participants) – this will require more than one deck of cards (one deck for every 12 players):

- i. Organize participants into groups of approximately ten players.
- ii. Follow steps i. to iii. (as above)
- iii. Repeat steps i-iii (as above) until someone acquires three customer cards or, if time permits, a player has more cards than anyone else.
- iv. Mentors may ask participants to share winning product pitches with the entire group.



Kitten

Shoe

Clip

Fork

Jeans

Nail

Water

Wind

Tongue

Cheetah

Key

Ring

Clock	Maker
Computer	Portable
Magic	Chair



Blade

Tree

Hand

Face

Foot

Cart

Table	Donut
Tooth	Plush
Comb	Shirt

Sleep

Phone

Paper

Butter

Cat

Bird

Fish

Time

Back

Scream

Ice

Fire

Bicycle

Staple

Canoe

Air

Train

Picture

Banana

Cow

Rake

Fire

Song

Hair

Elastic

Belly

Valley

Sun

Pumpkin

Letter

Stay at
home Dad

Caveman

Astronaut

Alien

Race Car
Driver

Hitch
Hiker



Lumberjack

Fisherman

Mountaineer

Fashion
Model

Gamer

Hipster

