



JA
Central
Ontario

Member of
JA Canada

Pitch Your Vision

Week 5 – Build





Agenda:

1. Recap and Expectations
2. Review of Market Research and Prototypes
3. SMART Goals
4. Adapting Prototype and Business Model Canvas
5. Final Pitch Development
6. Questions and Wrap-up



Market Research

Review of Market Research and Prototypes



JA
Central
Ontario

Member of
JA Canada



SMART Goals

Specific: What exactly are you going to achieve? How detailed can you get?

Measurable: What tangible evidence will show accomplishment? How will you know you succeeded?

Attainable: Is the effort and commitment needed realistic? Can you envision the results?

Relevant: Why is your goal really important to you? How will you persevere when it gets hard?

Timely: When will you cross the finish line? What pace will you set? How will you prioritize the things that matter most to you?



Business Model Canvas

Adapting Prototype and Business Model Canvas



JA
Central
Ontario

Member of
JA Canada



Final Pitch Development

Use the following questions to help form your pitch presentation

- Are you demonstrating originality or a unique approach in your business idea?
- What is your unique selling proposition?
- Does your product/service fill a need or solve a problem? Is this clearly stated?
- Does your product/service meet one of the UN Sustainable Development Goals?
- Did the steps you took through prototyping and market research back up your idea?
- Has your team considered and identified revenue streams? Do you have a sense of how to get started and how much initial capital you will need?
- Who is your target market? How will you reach them?

NOTE: Students are strongly encouraged to prepare a Pitch Deck (e.g., PowerPoint slide deck) as this will be submitted to JA for the Pitch your Vision Pitch Competition.



Get Ready to Pitch

- You will have maximum of five minutes to pitch your product or service idea. Questions can be asked afterwards by your teacher and peers.
- Maximum of 10 slides
- You will be evaluated on your:
 - Business Idea – Original idea, clear name & description of product, supports a SDG, backed up by research
 - Business Knowledge – Target market, competitive advantage, revenue streams
 - Teamwork – full participation, flow of presentation
 - Professionalism of your presentation – Speaking clearly, appropriate visuals and body language
- Hint: reference your product/service research assignment for what key information to include
- Hint: Ensure there is enough information on your slides for the judges to understand your business idea without overcrowding your slides with information.



Next Steps

Complete Market Research if required

Adapt and finalize the Business Model Canvas as
required Adapt and finalize Prototyping

Prepare Final Pitch Presentation



JA
Central
Ontario

Member of
JA Canada

Questions & Wrap-up



JA
Central
Ontario

Member of
JA Canada