



Pitch your Vision JR.

Lesson 1

Introduction & Inspiration



JA
Central
Ontario

Member of
JA Canada

Get Ready

Stand up if the following statement applies to you!

1. I like to buy things.
2. I have a hobby.
3. I earn money.
4. I have sold products for money.



What is a Business?

What businesses do you know?



Do any of your family or friends operate a retail business?

- *Do they sell products or services?*
- *Do they make products or buy them from a supplier?*
- *Do they have employees who work for them?*
- *Is the business in a physical location or online?*



What is a Business?

Do you know anyone your age who owns a business?

[Watch this Video](#)

hopeblooms



What do ALL businesses do?



**Provide
goods or services
for sale**



**Provide
jobs**



**Fill a need in the
community or world**



Product Inspiration

Sacky

Sacky is a JA Ecuador company that created sustainable lunch bags made from recycled plastic bottles. The bags feature Ecuadorian animals and illustrations that promote healthy eating habits and environmental awareness.

They won the 2026 JA Worldwide Company of the Year Award based on their innovative and sustainable idea.



Product Inspiration

Top Shelf

Top Shelf created children's books. Their mission aimed to foster a brighter future through literacy, storytelling and illustration, transitioning children from less screen time to more reading.



Product Inspiration

WildQuest Games

JA Central Ontario company WildQuest Games designed educational card games. The company created products that encourage real-world learning and social interaction, helping people put down their phones and make unforgettable memories.



Product Inspiration

Moana Tae

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

Plastato

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.



What is the best way to learn about business?



**Try planning one of your
very own!**



Establish Teams

Students form groups of 2 to 4 members



Where Good Ideas Come From

Watch the following video



Brainstorming Activity



Let's brainstorm! Think about filling a customer need. **Identify a customer need that could use a solution.**

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

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



Inspiration

“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

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.



Overcoming Challenges

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?*



Reflections

1. Did you feel comfortable sharing your ideas? Why or why not?
2. Did you find it was better brainstorming in a group or alone? Why?
3. What did you learn about working in a team?
4. What would you do differently next time to make brainstorming more productive?

