



Pitch your Vision

Week 1

Introduction & Brainstorming



JA
Central
Ontario

Member of
JA Canada

Agenda

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



Learning Objectives



Learn and understand the significance of entrepreneurship and innovation in our economy



Impart understanding of teamwork, leadership, and responsibility



Generate ideas for innovative products that are 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



Welcome

Pitch Your Vision is a 6-week program that provides students the opportunity to:

- Develop ideas for launching a new entrepreneurial venture
- Create an innovative product or service
- 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.

The top 6 finalist teams will get the opportunity to present their business idea during the final Pitch Competition.



UN Sustainable Development Goals

Students have the option to address one of the 17 UN Sustainable Development Goals through their innovative business idea.

To find out more about the UN SDGs, visit <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>



Establish Teams

Students form groups of 2 to 5 members



Ice-breakers & Team Builders



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.



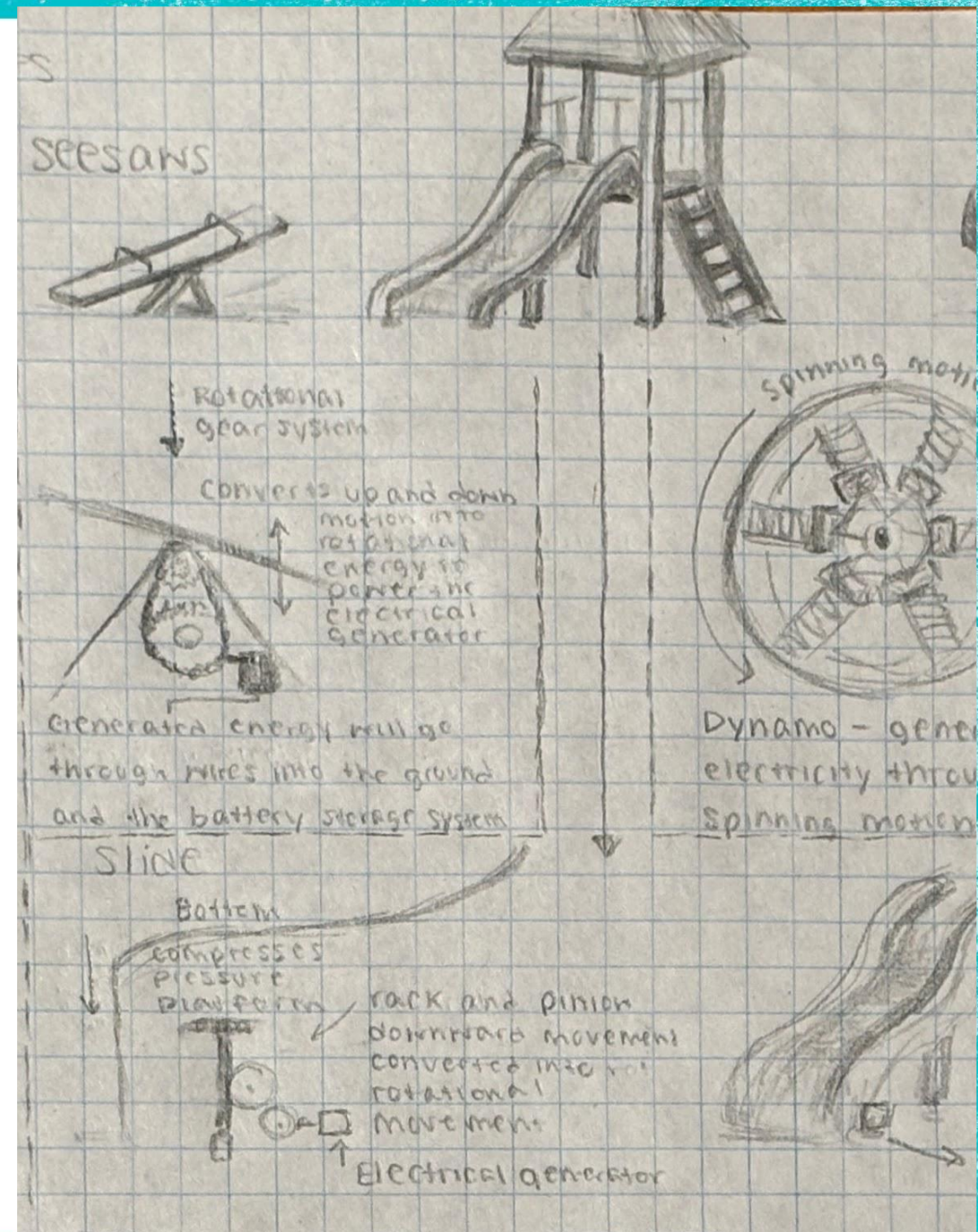
Photo: Jesús Maza



Product Inspiration

PlayMotion

PlayMotion creates playground equipment that converts movement into renewable electricity. As children play, internal gears and generators produce energy that powers communities' essential needs, stored in a built-in rechargeable battery system at the base of each playground structure.



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.



JA Alumni Success Stories

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



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?*



Next Steps

Before the next session complete the quick
“What’s Your Leadership Style” quiz.

<https://hbr.org/2015/06/assessment-whats-your-leadership-style>



Questions & Wrap Up

