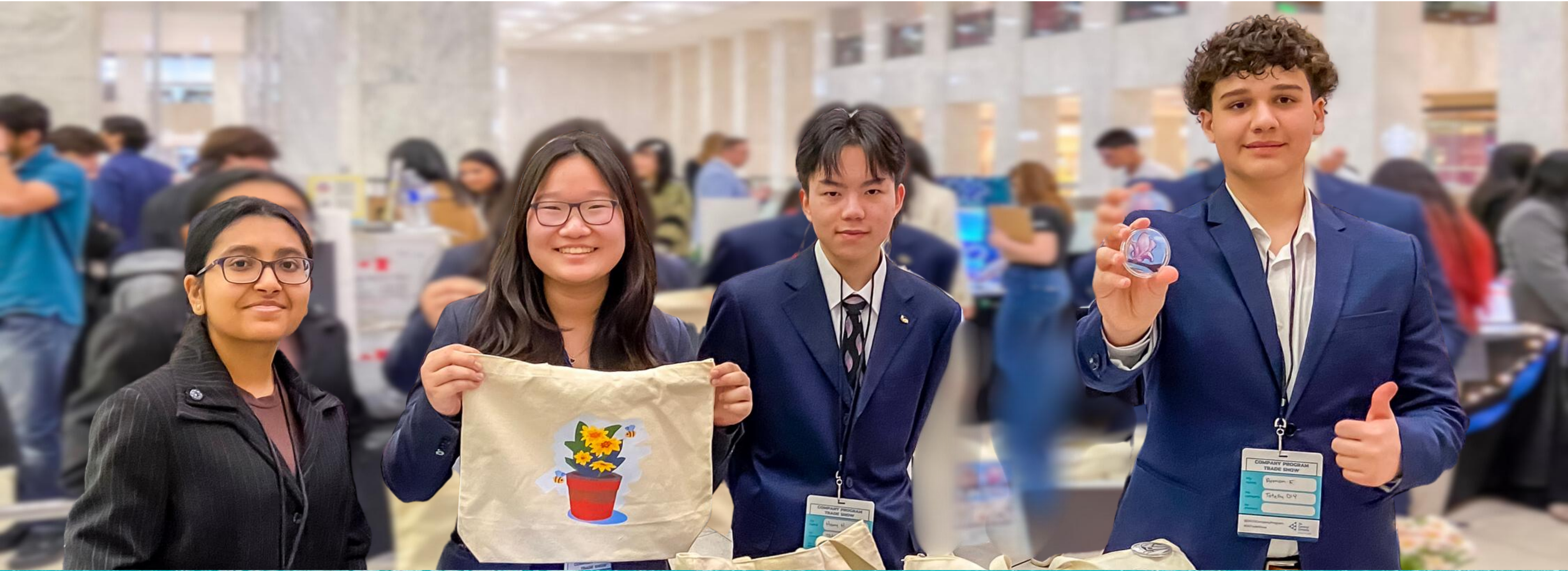


Pitch your Vision

Week 3

Unite

JA Central Ontario

Member of JA Canada

Agenda

1. Recap and Expectations
2. Snake Oil – Ice Breaker
3. Idea Selection
4. Personal SMART Goals
5. Company Mission
6. Venture Funding
7. Questions and Wrap-up

Snake Oil

PITCH YOUR PRODUCT ICE-BREAKER

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

Step One

Select any 6 words from the following list & write them down on a piece of paper:

AIR
BACK
BANANA
BELLY
BICYCLE
BIRD
BLADE
BUTTER
CANOE
CART
CAT
CHAIR
CHEETAH
CLIP
CLOCK

COMB
COMPUTER
COW
DONUT
ELASTIC
FACE
FIRE
FIRE
FISH
FOOT
FORK
HAIR
HAND
ICE
JEANS

KEY
KITTEN
LETTER
MAGIC
MAKER
NAIL
PAPER
PHONE
PICTURE
PLUSH
PORTABLE
PUMPKIN
RAKE
RING
SCREAM

SHIRT
SHOE
SLEEP
SONG
STAPLE
SUN
TABLE
TIME
TONGUE
TOOTH
TRAIN
TREE
VALLEY
WATER
WIND

Step Two

From your list, choose 2 words such that when these words are combined it could be an appealing product to sell. This is the name of your product/service.

Step Three

Now each student will take a turn acting as the customer indicated in the following slide.

Students will take a maximum of 30 seconds each to pitch their product. The student acting as the customer will be able to select one product/service to buy.

NOTE: If someone has already pitched your 2 words, you must choose another combination.

Select the first student to be the customer and click to next slide. Now, get ready to pitch!

Step Four

Pitch to:

STAY AT HOME DAD
CAVEMAN
ASTRONAUT
RACECAR DRIVER
ALIEN
HITCH HIKER
LUMBERJACK
FASHION MODEL
GAMER

HIPSTER
CLOWN
INFLUENCER
AUTHOR
THE QUEEN
FOOD BLOGGER
PERSONAL TRAINER
GRANDMOTHER

Product Selection

- Each team member gets to share their product/service idea with their group – approximately 3-5 minutes each
- Complete the Pitch Evaluation Criteria to help you determine your favourite product idea
- After everyone has shared, have a discussion on the pros and cons of the ideas to determine your group's final idea.
- Once the discussion is done, the group can vote on the product they want to move forward with.
- This is the product/ service that the group will continue to work on for the remaining weeks of the program.
- Complete the Product/Service Research Assignment page as a group for your final idea and provide to your teacher.

SMART Goals

Watch the video below

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?

Company Mission

A company's mission statement is their opportunity to define the company's goals, ethics, culture, and norms for decision-making.

The best mission statements define a company's goals in at least three dimensions:

- What the company does for its customers
- What it does for its employees
- What it does for its owners

Other mission statements also include what the company does for its community and for the world.

Mission Statement

“Who” is your company?

What do you do? What do you stand for? And why do you do it?

Do you want to make a profit, or is it enough to just make a living?

What markets are you serving, and what benefits do you offer them?

Do you solve a problem for your customers?

What kind of internal work environment do you want for your employees?

Once you have answered these questions, complete the Company Mission Template as a group.

Venture Funding

Capital is money, machinery, tools, equipment, and buildings that businesses need for operation. JA companies obtain operation capital by selling shares.

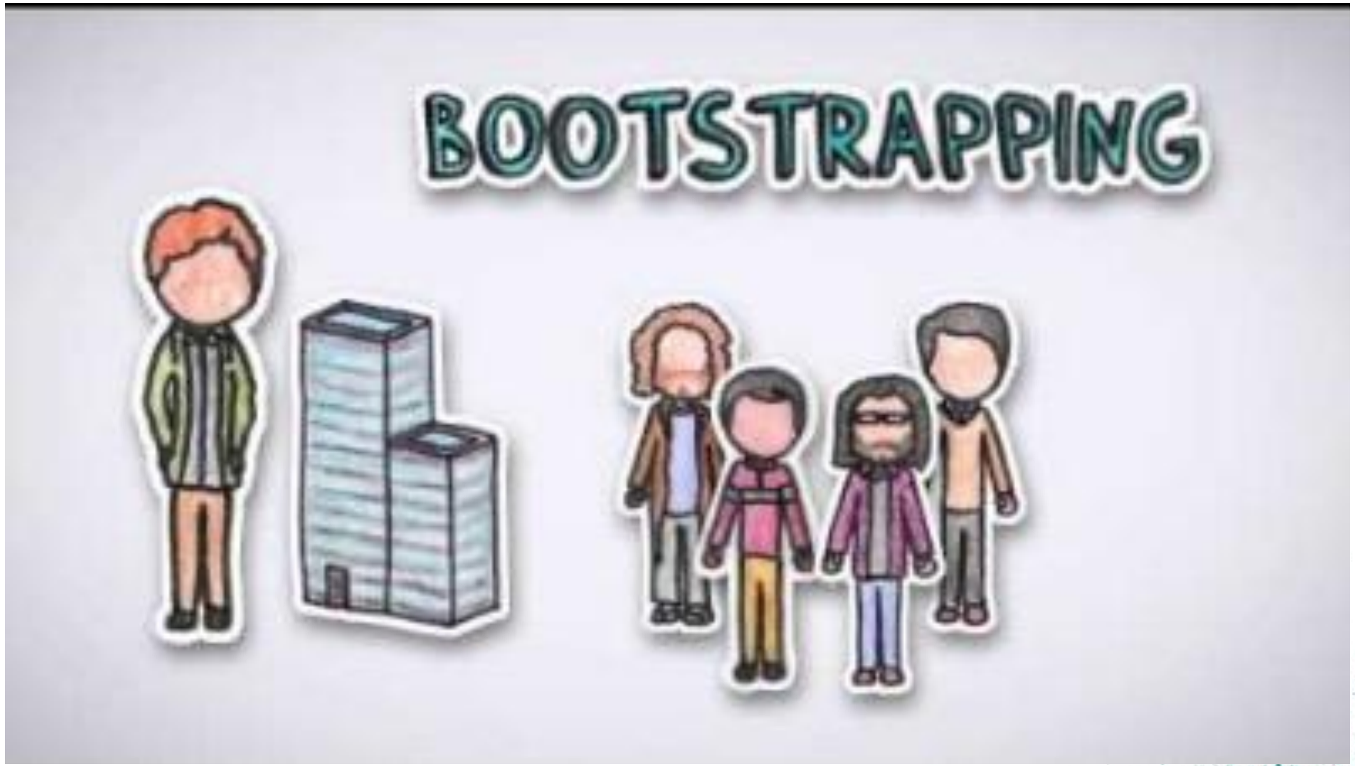
Overcapitalization When a corporation raises more money than it needs. Overcapitalization is wasteful because it represents assets that may have been used elsewhere to produce wealth. It also creates an unnecessary burden on a company because it must pay dividends to investors it did not need in the first place.

Undercapitalization Undercapitalized firms are those with insufficient funds to meet their current expenses. In such a situation a company must find a way to raise additional funds, or face bankruptcy.

Initial Capitalization This is the amount of money required to start the business.

Venture Funding

Watch the video below



Next Steps

Finish researching the materials needed for your product and the costs for those materials.

Complete and submit Product/Service Research worksheet for final product ideas to JA.

Questions & Wrap Up