



Pitch your Vision

Week 5

Build



JA
Central
Ontario

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Agenda

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



Market Research

Review of Market Research and Prototypes



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 Plan

Adapting Prototype and Lean Business Plan



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Market Research

Adapting Prototype and
Lean Business Plan



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?
- 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 for their presentation (e.g., PowerPoint slides, Google Slides, etc.)



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, 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 Worksheet for what key information to include



Next Steps

Complete Market Research if required

Adapt and finalize the Lean Business Plan

Prepare Final Pitch Presentation



Questions & Wrap Up

