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Pitch Your Vision Guide





About Pitch Your Vision

Pitch Your Vision is a 6-week program that provides students in Grades 9-12 with the opportunity to explore generating, developing and evaluating ideas for launching a new entrepreneurial venture. This learning experience allows students to develop and test new ideas in an environment that encourages and celebrates creativity and innovation.

Students will develop and test ideas through market research and prototyping, set goals, develop a business plan, and learn how to pitch their product/ service.

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 sustainable and 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



UN Sustainable Development Goals

Keeping the 2030 Agenda for Sustainable Development in mind, countries all over the world are taking accelerated actions to meet the UN Sustainable Development Goals (SDGs). Businesses and entrepreneurs also have an important responsibility in creating sustainable solutions that meet their country's development challenges.

Pitch Your Vision aims to create greater awareness of how sustainable solutions can be implemented into business practices. During the Pitch your Vision program students will address one of the 17 UN Sustainable Development Goals through their innovative business idea. They will formulate how their product or service meets the SDGs. Finally, the top 6 finalist teams will get the opportunity to present their business idea during the Pitch Competition.

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



UN Sustainable Development Goals



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Timeline & Expectations



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Key Dates

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| Teacher Training | End of September/February |
| Program Start Dates | Beginning of October/March |
| Product Idea Submission Deadline | Beginning of November/April |
| Lean Business Plan Submission Deadline | Beginning of December/May |
| Preliminary Judging Period | Mid-December/Mid-May |
| Final Pitch Competition | Early January/End of May |

*Students to be notified at least one week prior to the competition if they are finalist



Timeline:

6-week Program Breakdown (Content provided by JA):

Week 1 – Introduction & brainstorming activity

Week 2 – Innovation, prototyping, product & research assignment introduction, brainstorming

Week 3 – Product selection, goals, mission, funding (submit product idea to JA)

Week 4 – Business model canvas, prototyping, Lean Business Plan

Week 5 – Review research, goals, Lean Business Plan, final pitch development

Week 6 – Final pitch & debrief (submit Lean Business Plan to JA)

Time Commitment:

Preparation Time – 15-30min before weekly meeting (will vary)

Weekly Meeting – approximately 2 hours each week

Student Correspondence – as necessary



Teacher Role:

The teacher will act as a business advisor, and supervisor to their students, helping them develop and test ideas while developing an understanding of business and entrepreneurship through this 'hands-on' program. The responsibility of the teacher is to help the students organize and assemble information so that they can make sound business decisions, without making those decisions for them. This is accomplished by understanding the program, highlighting important factors and asking questions which will stimulate the students throughout the process.

- Work closely with the high school participants
- Arrange weekly meetings with the students (could be in-class time)
- Lead students through the program timeline
- Supervise the students and ensure they are following all guidelines
- Be comfortable and willing to share own professional experience/knowledge
- Ensure the students are meeting all outcomes of the program in a timely manner
- Submit student product approval forms to JA
- Support a safe, positive and inclusive environment for all students to have fun and participate fully



Eligibility & Expectations

Eligible Student Participants:

- Enrolled in grades 9 to 12
- Access to a computer or electronic device with Internet access (when required)
- Available to attend weekly meetings
- Finalists are available to attend the virtual Pitch Competition

Student Expectations:

- Identify fellow team members and form teams of 2 to 5 students
- Students are expected to complete all tasks
- Determine how to work and communicate as a team to craft a strategy during the team collaboration time
- Brainstorm a product or service idea with group by first choosing one of the UN Sustainable Development Goals and then brainstorming a product solution to meet the SDGs
- Submit their business plan for their business idea
- Students are expected to pitch their business idea with their team



How to run the program:



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Program Details:

All the resources for the 6-week program will be provided to teachers. This program can be run during business classes or in business and entrepreneurship clubs. This is also a great program for students that are interested in projects related to sustainable development.

- All student teams are to submit their business idea by filling out the Product Approval Form provided by JA and submit them to Dropbox
- All student teams are to submit a Lean Business Plan on their business idea and submit to Dropbox by end of Week 6
- Preliminary Judging – JA volunteers to review the submissions and determine top 6 finalists
- Pitch Competition Final Round (Virtual Event) - the top teams will do a live business pitch for judges and attendees



Submission Guidelines:

All student teams are to required to submit a Lean Business Plan to Dropbox. The lean business plan will include:

- Company Mission
- Provide clear description of the product/service and how it supports the UN sustainable development goals
- Outline the direct competition in the market
- Marketing Plan including target market and competitive advantage
- Provide approximate production plan and set-up costs
- Have suggested selling price



Pitch Competition



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Pitch Competition:

Held at the end of Pitch Your Vision, the Pitch Competition is a virtual event where finalist showcase their business ideas.

All student ideas will be submitted to judges to be reviewed. Judges will select the top 6 teams who will be invited to pitch at a live, virtual event in January/May.

The top 6 student team finalists will get the chance to present their innovative and sustainable business idea in front of a panel of judges. They will speak about how their product or service meets one of the UN Sustainable Development Goals. All students are invited to watch the live pitches and can cheer on their classmates/school. The event will be hosted after school hours.





Get Started!

Interested teachers can register for this opportunity [here](#).

Please note, we will reach out to teachers to confirm participation.

