

Pitch Your Vision

**Entrepreneurship
Grades 9-12**



Students will develop and test new business ideas in an environment that celebrates creativity and innovation.

This 6-week learning experience empowers students to think like entrepreneurs and create an idea for unique, sustainable business. Students will create, develop and evaluate ideas new entrepreneurial venture that supports the UN Sustainable Development Goals. Students will develop and test ideas through market research and prototyping, set goals, develop a business model canvas, and learn how to pitch their product or service. At the end of the 6 weeks, students will enter their business idea into a pitch competition alongside their peers. The top teams will be invited to pitch live at a Dragon's Den-style virtual event.

This JA program aligns well with the following areas of the Ontario curriculum: **Business Studies, Entrepreneurship, International Business, Sustainability.**



This learning experience runs once per semester starting in October and March each year. This program can be run in the classroom or with a school club.

Program Outline (Semester 1 /Semester 2):

End of September / End of February: Teacher training

October to November / March to April: Teachers guide students through program

Week 1 – Introduction and brainstorming activity

Week 2 – Innovation, prototyping, product and research assignment, brainstorming

Week 3 – Pitching, goals, mission, funding (no money will be used)

Week 4 – Business model canvas, prototyping, submit product idea to JA

Week 5 – Review research, goals, canvas, final business plan & pitch development

Week 6 – Final pitches (in-school), debrief, submit final business plan to JA

December / May: Judges review all student business plans to select the top teams

Early January / June: Top teams compete in a live virtual pitch competition



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Students will:

- ▲ Understand the importance of entrepreneurship and innovation in today's society and economy
- ▲ Develop the mindset and skillset needed to be an entrepreneur
- ▲ Generate, develop and pitch an innovative idea, and evaluate the feasibility and competitiveness of a new venture
- ▲ Discover the risks and rewards of starting a business
- ▲ 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
- ▲ Learn how to use creative approaches and collaborate through ideation
- ▲ Make effective sales pitches and presentations
- ▲ Set individual and team SMART goals and reflect on learnings
- ▲ Gather data, evaluate alternatives, and develop a business model canvas
- ▲ Develop teamwork, leadership, and responsibility.

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Teachers' 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 immersive experience.

The teacher's responsibility 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.

Teachers will:


- Work closely with the students, and communicate with your JA contact to ensure the success of the program
- Commit to the agreed program delivery timeframe
- Lead students through the program content
- Supervise the students and ensure they are following all guidelines
- Review each lesson/activity and to prepare for your meetings
- Ensure the students are meeting all outcomes of the program in a timely manner

Time Commitment

- Preparation time will vary – on average 15-20 minutes before each meeting
- Approximately 2 hours, once a week
- Respond to student correspondence as necessary
- Teacher training – 1 hour (will be recorded)
- Program duration is 6 weeks, plus a virtual pitch event for the top teams



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