

Teacher Overview

The purpose of Pitch It is to help students experiment with different product or service concepts and then try to convince customers to choose their idea based on the perception of value. This activity requires students to be creative, think quickly, and be persuasive.

Pitch It affords students the opportunity to practice ideation, customer focus, persuasive speaking, and pitching.

When to Use This Lesson

Pitch It is an activity that can be used throughout the school year. Students do not need to have any prior knowledge.

Time



BEFORE CLASS PREPARATION

- > Before class print and cut Pitch It customer and world pieces, then place one set of each in a resealable bag." "You will need one bag per group if doing the activity in a small groups.
- > Before class you need to decide if you would like to play Pitch It as a whole class or in small groups.
 - Whole class setting: You will only need one set of Pitch It pieces.
 - Small Groups: You will need one set of Pitch It pieces for each small group. Each group will receive a resealable bag. You will also want to decide how to divide your class into small groups and set your tables/desks according to those groups.
- > If you do not have enough sets of customer and word pieces you will need to print and cut more.
- > Before class you will also want to decide how you will incentivize your students (pay the winners). You have to decide what will work best for your student population.

These are some suggestions:

- Give each student a specific number of YE dollars and let them decide how to distribute those dollars. If you do this you might have to make sure the students don't keep those YE dollars for themselves.
- Give students YE bonds and have them write their names on the bonds. They will then give those bonds to the student they feel is deserving. The bonds have no actual value themselves.
- They are only valuable after they have been handed over

to another student and that student cashes them in with you.

- You could invite your YE staff, classroom volunteers or other administrators into the classroom and ask them to be the investors/customers.

FOUNDATIONAL VALUES

- > Be Principled
- > Opportunity
- > Passion

MATERIALS

- > Pitch It customer and word pieces in resealable bags. You will need one set for each group of students. **ProTip:** Print your customer and word pieces on different colored paper so you can easily tell them apart. This helps when distributing bags. It also helps you sort the pieces when your students mix them up.
- > YE currency - if you chose to incentivize with currency
- > YE bonds - if you chose to have students select using bonds

LEARNING OBJECTIVES

- > Principled Entrepreneurship 3e

ACTIVITY DIRECTIONS

- > Explain to your students that they will have to really think outside the box with this one. Nothing is off limits here (everything must be legal and school appropriate). Nothing is impossible!
- > The steps below will be the same regardless of whether you play as a whole class or in small groups.
- > Each student draws a hand of five word pieces. (If you are using different colored paper, you should let them know what color these pieces are.)
- > One student selects one customer piece. This role will rotate around the group.
- > Each player combines two word pieces from their hand to create a product for the customer which was previously drawn.
- > Each player pitches his/her product to the customer. The pitch should only last 30 seconds.
- > This is where it will differ based on the setting.
 - Whole class - After each player has made their pitch, the whole class will pick the best product for the customer and award the YE dollars/bond to the player who pitched that product.
 - Small group - After each player has made their pitch, the players will pick the best product for that customer and award the YE dollars/bond to the player who pitched that product.
- > The word cards played in that round are set aside. Players draw new word cards to bring their hands back up to five.
- > Play continues following those same steps.
- > You can play as many rounds as you have time for.

ACTIVITY DEBRIEF

- > What made you pitch the products you pitched? (Customer focus, persuasive pitch)
- > Did you change your strategy as the rounds progressed? (Adjusting to the market)
- > What was the hardest part about this activity? Why?
- > Who had the most unusual pitch? Who used the typical style of pitch (e.g. late night TV infomercial)?
- > Who had the most creative product or service to pitch? Did they also make the most money? Why or why not?
- > Did you consider the needs of your customer in ideating your product? Were there any obstacles to pitching an idea to meet the needs of your customer?
- > In what way(s) did the product you pitched improve the life of your customer?
- > In this activity you had a limited amount of time to think about your ideas and pitch them. Does this present any challenges to being principled in your pitch? If yes, how important is leading a principled life in one's personal and work life, to creating behaviors that are principled at all time?