

## **Lesson Plan 4: Pitching Your idea**

**Introduction:** Idea pitching is a vital skill for a business as it attracts investors, facilitates partnerships and collaborations. A compelling pitch showcases the value and potential of the business idea. In this stage it is important for students to get seed money.

### **Activity 1 : Let's Warm Up !**

- Ask students to pick up any random object that you love / like to eat / visit / see around you. Now come up with a very unique one-liner, as a team, to describe the following three things:
  - a) Come up with a cool name for the product and a good marketing line that can be used to advertise your product. For example, **Introducing Guardio - Your Ultimate Home Security Solution!**
  - b) What problem it can potentially solve. For example, **Are you tired of worrying about the safety of your home? Introducing Guardio, the ultimate home security system that brings you peace of mind like never before. With Guardio, you can protect your loved ones, belongings, and cherished memories effortlessly.**
  - c) Think of 3 funny and weird features it can have. For example,
    - I. It rings so fast that the one entering the house will be sca
    - II. It can spray water!
    - III. It can sing a jingle!

### **Reflection:**

- How was the experience of doing these activities?
- Is it a fun way to talk about a product?

**Conclusion:** Now that they will have to write their own business pitches, keeping some of these indicators in mind will help their product to have a recall value, something that is sticky, that will remain in the minds of the customers.

### **Activity 2: Sales Pitching/Pitching a (Business) idea**

- 5 of you volunteer and go to the front of the class
- Don't worry about not being great. Sales' is not an easy thing to do but you get better with practice. So, try.
- Now, the 5 of you take 1 min and decide on 1 object. What are some objects you see lying around, in this classroom - Textbook, Pen, Bag, or even your Lunch box?

- Take 2 minutes and individually think of how you will sell the object if this was a market full of your customers.
- Time to listen to all the Sales Pitch from you!! Come forward and present your sales pitch in front of the class one by one.
- Now your classmates will vote and decide who they want to buy that object from

**Reflection:**

- Activity is to help you understand how to pitch your ideas. Just like in this activity, you should practice pitching your idea, which will help you in getting the seed money!
- Which part of Business Blasters (BB) are you most excited about?  
After completing activity 1, watch [this video](#)!