

Lesson 5 – Developing the Pitch

OVERVIEW

In this lesson, students will use all that they have worked on so far to develop a pitch for their business idea. They will have an opportunity to deliver a short *Dragons' Den* style pitch to a panel of “Dragons” (peers, teachers or volunteers), demonstrating creativity, persuasive communication, and entrepreneurial thinking.

OBJECTIVES

Students will be able to:

- Develop and organize a persuasive business pitch that clearly explains a product or service idea, its purpose, and its target audience.
- Collaborate effectively in small teams to plan and prepare
- Demonstrate communication and presentation skills by confidently delivering a 2–3 minute pitch that uses clear language, creativity, and persuasive techniques.

Introduction – What is a Pitch? (5 min)

{Slide 2}

Explain that a *pitch* is a short presentation to convince others (like investors or customers) that your business idea is worth supporting. Show a short *Dragons' Den* or *Shark Tank* clip (1–2 minutes, school-appropriate) or describe one.

Pitch Breakdown and Tips (15 min)

{Slide 3}

Review what makes a great pitch (see below). Discuss examples of confidence, clear ideas, and knowing your audience.

Each team's **2–3 minute pitch** should include:

1. **Business Name** – catchy and relevant
2. **The Problem** – what issue or need are you solving?

3. **The Solution** – your product or service
4. **Target Market** – who will use or buy it?
5. **Why It's Unique** – what makes it stand out from competitors?
6. **Pricing & Profit** – how much will it cost? how will you make money?
7. **Call to Action** – what do you want the Dragons to do? (e.g. invest, support, buy, etc.)

Optional add-ons:

- Show a **logo, prototype, or poster**.
 - Include a short **tagline or slogan**.
-

{Slide 4}

Share the following tips for a great presentation. Insert your own suggestions as well.

Tips for a Great Pitch Presentation

1. Be Clear and Confident

- Speak loudly and clearly so everyone can hear.
- Make eye contact with your audience.
- Smile — enthusiasm sells your idea!

{Slide 5}

2. Keep It Simple

- Focus on the most important points — don't overload your audience with details.
- Use easy-to-understand language.

{Slide 6}

3. Tell a Story

- Start with a hook: “Have you ever wished...?” or “Imagine if...”

- Explain why your idea matters.

{Slide 7}

4. Show Teamwork

- Everyone in the group should have a speaking role.
- Practice transitions between speakers.

{Slide 8}

5. Be Creative

- Use visuals, props, or demonstrations if possible.
- Think outside the box — fun, bold ideas stand out!

Team Work Time – Develop Your Pitch (20 min)

{Slide 9}

In their business teams, students prepare their 2–3 minute business pitch following the parameters. Encourage creativity, visuals, and role-play (e.g. CEO, marketing lead). Provide a copy of the **Pitch Planner Handout** to help students plan their pitch. Remember: the top team from the class will be submitting their pitch planner to JA at the end of the program.

{Slide 10}

Ask students the questions on the slide as a reflection on Lesson 5.