

Lesson 6 – The Pitch Presentation

OVERVIEW

The JA Pitch Your Vision Jr. experience culminates with a dedicated session for students to share all they have created and learned in a “Dragons’ Den”-style pitch.

OBJECTIVES

Students will be able to:

- Collaboratively deliver a team pitch presentation that clearly explains their business idea, target market, and unique value.
- Demonstrate effective presentation skills including clear speaking, confident body language, and engaging visuals or props.
- Actively listen to peer presentations and provide constructive feedback or thoughtful questions that show understanding of the ideas presented.

Introduction – (5 min)

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Explain that each team will have 2-3 minutes to present their pitch followed by 2 minutes for Q&A.

Pitch Presentations (“Dragons’ Den”) (40 minutes)

- Each team is given time to come to the front of the class and present their pitch.
- Students and the teacher will act as the judges. Optional: invite guests who act as “Dragons” (ex. community entrepreneurs or other teachers).
 - After teams present, ask 1-2 questions per team.
 - Use a simple rubric to assess each presentation and provide feedback to students. A sample suggested rubric is included.

- Tell students who are not presenting that they should listen carefully to the pitch being shared in order to complete the rubric and give them the opportunity to ask good questions to the presenters.
- Ask students to share something that was really great about the idea or presentation and one positive suggestion they would make to improve the idea or presentation.
- Optional: Give each group “JA Dollars” to invest in their favorite pitch(es). Students will have to work as a team to decide how much they will invest in each business.

Announce & Submit the Winning Team

Tally the student’s rubric scores to help determine the winning team. Once selected, submit the winning team’s **Pitch Planner** and **Social Media post** to JA for the Regional Pitch Competition!

Wrap-Up: Reflection and Celebration (15 minutes)

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- **Reflection Activity:** Students journal or discuss what they learned about teamwork, problem-solving, and business, through the JA Pitch Your Vision Jr. experience. Discuss what made certain pitches stand out. Highlight presentation skills, teamwork, and creativity.

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- **Celebration:** Celebrate everyone’s efforts. Print, complete and distribute certificates for students acknowledging that they have successfully completed the JA Pitch Your Vision Jr. program. Take time to celebrate student successes with applause.
- **Additional Learning:** For more activities in entrepreneurship, financial literacy, or work readiness, visit: <https://jaswo.org/school-programs/> or <https://jacampus.org/>