



Pitch your Vision JR.

Lesson 5

Developing the Pitch



JA
South Western
Ontario

Member of
JA Canada

What is a Pitch?

Pitch:

- A short presentation to convince others (like investors or customers) that your idea is worth supporting.



Pitch Elements

Each team will have 2-3 minutes to pitch.
Be sure to include:

Business Name	The Problem	The Solution	Target Market	Unique Features	Pricing and Profit	Call to Action
Catchy and relevant	What need are you solving?	Describe your product or service	Who will use it or buy it?	What makes it stand out from the competition?	How much will it cost? How will you make money?	What do you want the judges or audience to do? (ex. buy, invest, support)



Tips for a GREAT 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!



Tips for a GREAT Presentation

2. Keep it Simple

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



Tips for a GREAT Presentation

3. Tell a Story

- Start with a “hook”.
ex. “Have you ever wished...?” or “Imagine if...”
- Explain why your idea matters.



Tips for a GREAT Presentation

4. Show Teamwork

- Everyone in the group should have a speaking role.
- Practice moving from one speaker to the next.



Tips for a GREAT Presentation

5. Be Creative

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



Teamwork Time

It's time to create your pitch!

Use the Pitch **Planner** to help organize your ideas.

Work together. Be creative and have fun!



Reflections

1. What part of your pitch are you most proud of?
2. Do you think your pitch could convince real investors or customers? Why or why not?

