

Lesson Plan

Venture: Entrepreneurial Expedition®

Your Business Snapshot

🕒 45–50 minutes

Prerequisite: Your Business Snapshot



INSTRUCTIONS

Each digital lesson is supplemented with a follow-up synchronous lesson plan to extend and reinforce learning. Activities and questions are structured in a way that supports both in-person and virtual classroom settings.

OBJECTIVES

Students will be able to...

- Understand the qualities of an effective business pitch.
- Be able to pinpoint the essential pieces of information that belong within a brief business pitch.
- Present a business pitch.

MATERIALS

- Computer, device with internet access
- Student Worksheet – please review and edit the rubric for your class prior to printing.
- If you choose to have students create new business pitches, students will need their T-shirt design from Lesson 2.

PROVIDED STUDENT & TEACHER MATERIALS

- Your Business Snapshot: Student Rubric
 - Students will need two rubrics for the Activity section of the lesson.

LESSON OVERVIEW

Students will finalize and present their business pitch to their peers.

SECTION	DESCRIPTION/FORMAT	DURATION
Opening	Read the pitch on the worksheet aloud to the class. Have a student keep time on your pitch. Ask the class: • What were the good points of this pitch? • What are the points of this pitch that need to be improved? • Feel free to write down these points for students to reference. Today we will be finalizing our business pitch and presenting to our classmates. Background Information: In Lesson 4 students composed a business pitch for their food truck. This pitch will serve as their pitch for the lesson. If you want students to create a new pitch, have them use the t-shirt business from Activity 2 as the basis of the business pitch. Introduce Key Terms: • Business Opportunity: A Business Opportunity is a consumer need or want that can be potentially met by a new business. • Business Pitch: Business Pitch is a quick description of your business that you use to explain it to customers and investors.	5 mins
Introduction to New Material	Read the pitch aloud once again and then read it a second time and model the rubric with your classroom. Score the pitch based on your reading of the pitch as well as the content of the pitch. To vary rubric scores, consider speaking quickly, removing information like your name or business or anything else that will cause variation in rubric scores.	10 mins
Activity/Practice	Student will need to login to their EVERFI account to access their business pitch, which can be found in their Career Card. Provide students 10 minutes to finalize their business pitch. <i>If you want students to create a new business pitch, provide them 10- 15 minutes to make adjustments to the original one for the t-shirt business.</i> After 10 minutes, place the students in groups of 3 students. Each student will have the opportunity to pitch their business to their group. After each pitch, the students in the group will complete the rubric. The presenter will also complete self-evaluation and the rubric on their pitch. If you prefer, have each student present to the class. This will require longer than 20 minutes. The class and the presenters will fill out rubrics after each pitch.	20 mins
Closing	Provide students 5 minutes to revise their business pitch. Collect student pitches for a rubric grade. This lesson could carry-over to a second day with full class pitch presentations and rubric scoring.	5 mins