

Lesson Plan

Create and Share a Business Pitch

55-65 Minutes

Prerequisite: Lesson 2 Venture: Entrepreneurial Expedition[®]

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...

- Identify a real customer problem that could become a business opportunity.
- Define a specific customer segment for a business idea.
- Explain how a business creates value for customers.
- Identify basic parts of a business model, including revenue, costs, and pricing.
- Create a short business pitch that includes a value proposition and promotion strategy.
- Share a business pitch with peers and provide constructive feedback.

Materials

- Student Worksheet: From Idea to Launch: Business Pitch Planner
- Peer Review Form or Pitch Feedback Rubric
- Timer
- Pencils or pens
- Optional: chart paper, sticky notes, markers, or digital slides

Lesson Overview

Students will use the concepts from the digital lesson to create a short business pitch for a school-friendly business idea. They will stress test their idea, identify a customer segment, outline how the business makes money, and write a 60-second pitch. Students will then share their pitch in small groups and give feedback to classmates.

Section	Description/Format	Duration
Opening	- Ask students to think back to the business ideas from the digital lesson, such as: - Custom Shoe Cleaning Service - School Resale Pop-Up - LockerLoop Anonymous Resale "I'll Sell It for You" Listing Service - Ask the class: - What made an idea feel more like a real opportunity? - What problems could stop an idea from working? - Why is it important to know who the business is for? - Explain: <i>Today, you'll create your own short business pitch. Your goal is not just to describe a cool idea. Your goal is to show that your idea solves a real problem for a specific customer and could actually work.</i>	5 Mins
Introduction to New Learning	- Tell students that a strong pitch should answer: - What problem are you solving? - Who are you solving it for? - What is your solution? - Why would customers choose it? - How will the business make money? - How will customers find out about it? - Model a simple example: <i>My business is a sneaker-cleaning service for students who want their shoes to look fresh but do not have time to clean them. We clean sneakers after school and return them the next day. Students would choose us because we are fast, affordable, and convenient. We charge \$8 per pair and promote the service with before-and-after photos near the gym.</i> - Ask students: - What problem does this solve? - Who is the customer? - Why might someone choose this business?	10 Mins

Students choose one business idea. They may:

- Create their own school-friendly business idea, or
- Adapt one from the digital lesson, such as LockerLoop, sneaker cleaning, a listing service, tutoring, custom stickers, or a school resale idea.

Students complete Part 1 of the worksheet:

- Business idea
- Customer problem
- Customer segment
- Current customer habit or workaround
- Possible obstacles
- How the idea could be improved

Teacher prompt:

Remember, stress testing does not mean your idea is bad. It means you are looking for what could break so you can make the idea stronger.

Part 2: Build a Business Model

Students complete Part 2 of the worksheet:

- What will the business sell?
- How will the business earn revenue?
- What costs might the business have?
- What price might make sense?
- What would customers need to believe for the price to feel worth it?

Optional extension: Students calculate a simple breakeven point if their idea includes startup costs and profit per sale.

Part 3: Value Proposition and Marketing

Students write out the value proposition of their business. Follow the prompts of the worksheet by explaining what their value is and what makes their business different.

Students complete this section by choosing ways that they will promote their business and why it is a good way to reach their customers.

Section	Description/Format	Duration
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Part 4: Write a Pitch

Students write a short pitch using the provided sentence frame.

Pitch Requirements:

The pitch should be about **5–7 sentences** or **60 seconds** and include:

- Business name
- Customer segment
- Problem
- Solution
- Value proposition
- How the business makes money
- Promotion strategy or call to action

Pitch frame:

My business is called _____.

It helps _____ who need _____.

The problem is _____.

Our solution is _____.

Customers would choose us because _____.

We make money by _____.

We will reach customers by _____.

Part 5: Share and Review Pitches

- Students form groups of 3–4
- Each student:

1. Presents their pitch.
2. Listens to peer feedback.
3. Completes a self-reflection.
4. Revises one part of the pitch based on feedback.

Peer reviewers complete the feedback form after each pitch.

Teacher directions:

- Give each presenter 60 seconds.
- Give peers 2 minutes to complete feedback.
- Encourage feedback that is specific, kind, and useful.
- Remind students to focus on the business idea, not the person presenting.

Section	Description/Format	Duration
Closing	Ask students to revise one part of their pitch based on peer feedback. Closing reflection questions: ▪ What is one part of your pitch that became stronger after feedback? ▪ What is one concern someone raised about your idea? ▪ What would you test next before launching this business? ▪ Why is a pitch stronger when it explains the customer problem, not just the idea? Optional share-out: Invite 2–3 volunteers to present their revised pitches to the class.	10 Mins
