



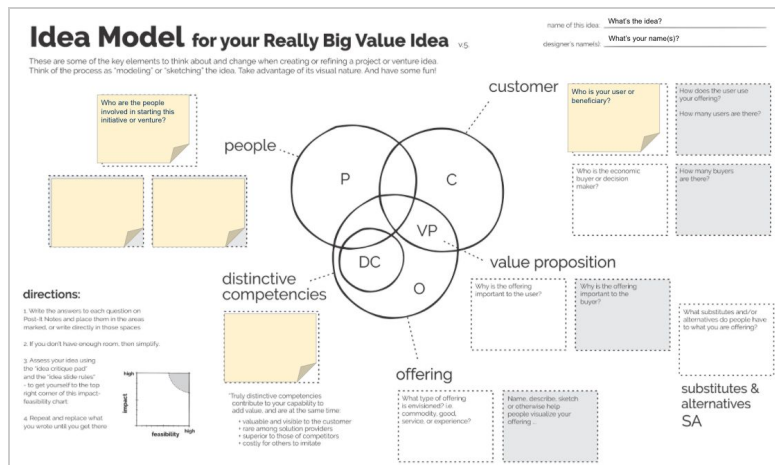
Entrepreneurship Pitch Lesson Plan for High School Students

- I. To be completed before watching the Pure Pitch Rally. Watch the 5 part “Master Your Pitch” from Nicole Glaros, Partner at Techstars:

<https://toolkit.techstars.com/master-your-pitch>

1. *Entrepreneurs Suck at Pitching* (2:27)
2. *Make Your Introduction Interesting* (10:27)
3. *Demonstrate What You Sell* (4:21)
4. *Show Me the Money* (9:10)
5. *Stick the Landing* (11:45)

- II. Note Catcher Tool. Or each student choose ONE pitch company to complete the Idea Model Canvas: [Idea Model - CAPS](#)



- III. Student Self Reflection: 1) Which Pitch did you like the most? Why?, 2) Have you considered starting a company?, 3) If yes, do you think you could pitch at a competition like this?, 4) If no, why not, 5) If you are currently starting a company and need a mentor/coach, please let your school or entrepreneurship teacher know!





The Pure Pitch Rally features 8 entrepreneurs who will pitch their startups. Below are 8 concepts that will be addressed by each startup. As you listen to the pitches, choose which startup's response you will detail for each of the following concepts and share what you hear in the corresponding notes box.

STARTUPS:

**AgButler | Air Traffic Awareness | AWA Technology | Booth Browser
Plasmonic Diagnostics | PMI Rate Pro | Relay Trade Solutions | SureShow**

Customers: Who uses the product?

Startup:

The Why: What problem does the company solve?

Startup:

Revenue generation: How does the company make money?

Startup:

Innovation: How is this idea new and different?

Startup:

Offerings: What does the company do?

Startup:

Competency: What does the company do better than anyone else?

Startup:

Value proposition: Why is the offering important to the user?

Startup:

Opportunities: What factors in the world will help this startup succeed?

Startup:



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