

# JA Be Entrepreneurial

## Business Pitch

### What is the JA Be Entrepreneurial Program and Business Pitch?

*JA Be Entrepreneurial* challenges high school students to start planning their own entrepreneurial venture while still in school by providing them with engaging and enriching lessons in order to help them write a business plan.

The *JA Be Entrepreneurial Business Pitch* is a post-program competition that provides students with additional feedback on their business idea.



The **objective** of the *JA Be Entrepreneurial Business Pitch* competition is for students to hone their business idea by preparing and delivering a stand-up presentation similar in spirit to the type of presentation an entrepreneur might make to a potential investor.

### The Business Pitch

After completing the *JA Be Entrepreneurial* program and under the guidance of their teacher, students will participate in an in class Business Pitch competition. Working as individuals or in small groups, students will prepare and present a verbal pitch that is supported by a PowerPoint presentation.

Pitches are judged by the teacher and/or JA Volunteer. The 1st, 2nd, and 3rd place pitches are then invited to join JABC's *Discover Your Pitch*, a province wide virtual pitch competition. As part of *Discover Your Pitch*, students will receive additional training and coaching, to compete for cash prizes.

### Recognition

The top three teams from your in class Business Pitch competition are invited take it to the next level and compete in a virtual pitch competition with other students from around BC for cash prizes. Ask your JABC Program representative for details and access to the online registration form.



[Learn more about  
Discover your Pitch](#)



## Preparing for the Business Pitch

- 1 Teacher determines if students work independently or in small groups of 2 or 3.
- 2 Students complete and fine-tune the Business Summary Chart on Page 9 in the *JA Be Entrepreneurial Student Workbook*.
- 3 Each student/group prepares a 3 minute verbal and PowerPoint presentation (using the optional template provided by JABC) that highlights content of their Business Summary Chart.

**Before creating the presentations, students should evaluate the strength of these elements and make any necessary changes.**

- Is the product/service viable?
  - Is it legal in Canada? And is it teacher approved?
  - Produced from realistic, current resources, and technology?
  - Does it fill a need, solve a problem, or offer something new?
  - Has a specific target market been identified, researched, and analyzed?
  - Is there a demographic that would be interested in the product/service?
  - Has a specific competitive advantage(s) been identified?
  - Has some improvement been made to the product, production, price, or some other element of business to give this venture an advantage over existing competition?
- 4 After students evaluate and edit their Business Summary Chart, they should prepare their Business Pitch. Students should complete the slides with the following titles:
    - **Introduction** | Introduce yourself
    - **Business Name** | Students may create a logo, slogan, or motto
    - **Business Description**
    - **Competition**
    - **Competitive Advantage**
    - **Target Market**
    - **Conclusion** | Summarize in a few points why you believe your Business Pitch is viable

**Note:** Students should proof and edit their PowerPoint presentation and practice their verbal presentation. Business Pitches will be timed and stopped at the 3 minute mark. Brainstorm possible obstacles or challenges and make adjustments.



## Judging the Business Pitch Competition



The Business Pitch will be judged by the teacher and/or JA Volunteer. Judging criteria should follow the Scoring Sheet provided by JABC.

After all the Business Pitch presentations, the 1st, 2nd and 3rd place pitches should be announced. The top 3 Business Pitches will be invited to compete in JABC's *Discover Your Pitch* competition.

Certificates will be presented to all students who participated.

At the conclusion, JABC would like to collect photos of all winners. JABC staff will provide Media Consent forms for completion. Teachers are urged to take and submit photos.

## Scoring Sheet

Use the following pages to score each Business Pitch. Read the criteria for each component and, based on the overall performance, assign points up to the 50 possible points allowed. Total all the earned points.

### The student's challenge for their presentation is as follows:

Imagine that you meet an investor who loans start-up funds to teen entrepreneurs. You have been invited to present your Business Pitch for consideration.

The business must be legal in Canada and teacher approved. The venture must be based on technology, resources, and information currently available.

### Optional Suggested Questions that may be asked:

- What ethical pitfalls may need to be considered?
- How could your business make a positive difference in this local community?
- What emotional or logical needs are met by your product/service?
- Is the business related to something you are good at or have specialized knowledge of?

Maximum suggested time for presentations is 3 minutes, followed by questions.





## Judging Criteria

### Introduction (5 points)

- Does the student clearly introduce themselves and explain their interest in business?

### Business Name (5 points)

- Original logo? Catchphrase? Domain name?
- Visually appealing and interesting?

### Business Description (5 points)

- Does the student provide a detailed description of the product/service?
- Does the product/service solve a problem? Interesting? Creative?
- Is there a reasonable explanation provided to describe the viability?
- Is the product/service legal in Canada?

### Competition Analysis (5 points)

- Has the student identified its competition with thought and understanding?

### Competitive Advantage (5 points)

- Does the student convincingly identify its competitive advantage in the marketplace?
- Is there a distinct differentiation?
- Does the student provide examples of how their product/service could rise above the competition?

### Target Market (5 points)

- Does the student explain which demographics would be interested in the product/service?
- Does the student explain why the target market would want/need the product/service?
- Is it demonstrated that the product/service idea would offer a value to the market?

### Conclusion (5 points)

- Is there a strong wrap-up statement?
- Does the student present with persuasion and belief in their pitch? Wow-factor?

### Presentation: Presence (5 points)

- Does the student present themselves professionally and with confidence?
- Do gestures, expressions and body language reinforce important speaking points?

### Presentation: Voice (5 points)

- Can the presentation be heard in the entire room?
- Does the voice change pitch to emphasize speaking points?
- Is there a variety of rate and volume during the presentation?

### Presentation: Manner (5 points)

- Does the presenter show enthusiasm in the product/service being offered?
- Does the presenter show interest in the audience reaction and confidence in their reaction?

**Judging criteria for points; 1=fair, 2=good, 3=good, 4=very good, 5=excellent**

## Scoring Sheet

 <b>Business Pitch Competition</b>	Max Point Value Possible	Group 10	Group 9	Group 8	Group 7	Group 6	Group 5	Group 4	Group 3	Group 2	Group 1
Introduction	5										
Business Name	5										
Business Description	5										
Competition Analysis	5										
Competitive Advantages	5										
Target Market	5										
Conclusion	5										
Presentation: Physical	5										
Presentation: Voice	5										
Presentation: Manner	5										
<b>Total Score</b> (50 points possible)	<b>50</b>										
<b>Judging Criteria</b> (1=fair, 2=good, 3=good, 4=very good, 5=excellent) Start at Group 1 and fold the sheet backwards to avoid looking at previous group marks											
<b>Judging Code of Ethics:</b> Judges will consciously avoid bias of any kind in selecting first, second and third place contestants. Judges will refrain from criticizing judging outcomes and will demonstrate utmost objectivity at all times.											