

Green Entrepreneurship Training (GET-UP) Project

03- Development of the Curriculum

Unit/Module: Identifying and Pitching a New Business Opportunity

Type of Document: Workshop Session Plan

Session 3: Pitching a New Business Opportunity

Date:		Time:	
Location:		Facilitated By:	
Title			

Overall Aim:	The aim of this workshop is to review how to pitch an opportunity for a new green business or a project in an existing green business to others. In so doing, the workshop will enable you to: (i) reflect on the importance of effective communication in moving from idea to action, (ii) identify different ways of pitching a new business opportunity to others and (iii) identify the key “how to’s” associated with an effective pitch.
Learning Outcomes:	LO1: Understand the “how to’s” associated with an effective pitch of a new business opportunity LO2: Be able to develop a plan for a new business opportunity LO3: Be able to develop a pitch for a new business opportunity

Time	Learning Outcome	Input	Slides	Learning and Assessment Activities
09.30-09.45	-	Review and preview <ul style="list-style-type: none"> Introduce the session, the workshop theme, the agenda and discuss expectations Through the ice-breaker, reflect on the factors associated with an effective pitch of a business idea to others 		Introduction from the learners Ice-breaker ⇒ In pairs, participants to reflect on a pitch or presentation that did not go well and identify why it did not go well. Facilitate feedback from the pairs
09.45-10.00	LO1	The importance of an effective pitch <ul style="list-style-type: none"> Using the group discussion, highlight the importance of an effective pitch in moving from idea to action Outline the importance of the pitch as a way of communicating the business model to others, particularly the importance of being able to communicate the value proposition to others Highlight that there is no one type of pitch and the importance of tailoring the pitch and practice 		Complete Activity 1 ⇒ Group discussion related to why there is a need to pitch a new business opportunity to others and how the pitch will vary with different audiences. Create a map of the needs of different audiences
10.00-10.20	LO2	Preparing the plan <ul style="list-style-type: none"> Discuss the difference between a business model and a business plan Review the business model canvas and the nine building blocks of a business model 		Complete Activity 2 ⇒ In pairs, participants to identify what words they associate with a 'business model' and a 'business plan'. Facilitate a

		<ul style="list-style-type: none"> Identify the difference between the plan and the process of planning and review the advantages and disadvantages of both the plan and planning Highlight that a plan is relatively easy to develop if there is understanding of the underlying business model 		group discussion related to the differences between a business model and a business plan
10.20-10.50	LO2	Preparing the plan <ul style="list-style-type: none"> Review the key outcomes from the homework related to the development of a business model canvas Highlight learning related to the different building blocks of a business model Tease out ways in which we can make meaning for others and the different ways of creating value for others in the business plan 		<p>Mind map the key outcomes from the group discussion onto flipchart</p> <p>Complete Activity 3 ⇒ Prepare an outline for the plan based on the business model they have developed</p>
10.50-11.00		Tea and coffee		
11.00-11.20	LO3	Developing the pitch <ul style="list-style-type: none"> Outline different ways of pitching an idea to others Discuss the advantages and disadvantages of the different ways of pitching an idea to others Review the myths and misconceptions associated with pitching an idea – e.g. it is not the end of the process as it can often be the start, it is an exercise in learning rather than a trial or test of personality, it is ongoing process of gaining feedback as an 		

		opposed to a one-off presentation		
11.20-12.20	L03	<p>Developing the pitch</p> <ul style="list-style-type: none"> • Review the factors associated with an effective pitch • Introduce the concept of the ‘Power of Three’ • Provide space for participants to develop a pitch and present it to others in the group • Use the pitches to reinforce the characteristics of an effective pitch, both in terms of content (e.g. demonstration of understanding of the needs and experiences of the customer) and format (e.g. a clear start, middle and end) 		Complete Activity 4 ⇒ Ask participants to develop a three-minute pitch related to an idea for a new green business or a project for an existing green business. If a small group, provide space for all participants to present their pitch. If a large group, ask for volunteers to present to others in the group. Provide participants with paper money and ask them to allocate the money across the presentations in terms of what businesses would they invest in. Using the money allocated to different groups, facilitate a group discussion on the effectiveness of the pitch.
12.20-12.30		<p>Summary</p> <ul style="list-style-type: none"> • Provide a summary of the key issues to emerge from the workshop including: the difference between a plan and planning, the key factors associated with an effective pitch and pitching is an ongoing 		Provide links to resources of effective presentations and examples of different business and enterprise pitches

		learning process which provides an opportunity gain feedback from others		
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