

<https://www.youtube.com/watch?v=jxfcH3lsmqk>

Innovative Entrepreneurship Theory and Practice

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DIN111 (888111) 3(3-0-6)

Course Marking

Attendance	10%
Assignment #1	15%
Mid-Term Exam	25%
<i>Project & <u>Pitch</u></i>	25%
Final Exam	25%

Table 1.2: Evaluation Criteria and Percent

Criteria	Percent
Class attendance	10%
Assignments (quiz/exercise/homework)	15%
Project & presentation	25%
Midterm examination	25%
Final examination	25%

Group assignment

1. A 2-minute pitch

2. A business model canvas

3. A report detailing the background research and additional information

the pitch

The pitch

an effective way to communicate
your company, product, or service
in a **memorable and concise manner**

The hook

The start is important
'hook' the audience



The content

Do you know what you are talking about?

“If you can't explain it simply,
you don't understand it well enough”

- Richard Feynman

The flow

Tell your story

The sell

How is this an opportunity?
Why is this an opportunity worth pursuing?

The example

<https://www.youtube.com/watch?v=qkwTE75tm2Q>

The discussion

Why was this a good pitch?

- value
- market
- advantage
- sustainability
- passion /belief
- knowledge / facts / success

What is a rocket pitch/elevator pitch?

memorable, meaningful, and minimal

what makes you, your product, or idea - **unique**

TRUST YOURSELF!



Steps of Effective Visualization



1. Set the goals precisely and in detail
2. Create meaningful mental images {that are as positive, credible, focused and tangible}
3. Visualize both the process and outcomes
4. Be multi-sensory.... create an holistic experience
5. Exercise optimism, positive thinking/ expectations/feelings, and happiness
6. Shift and incorporate development/ improvements (act 'as if')
7. Add affirmation, self-talk and constructive conditioning (believing is seeing)
8. Celebrate and reinforce
9. Make the process a routine
10. Expand and extend (move the process forward: create new images based on already achieved growth)

Practice makes
perfect



The example

<https://www.youtube.com/watch?v=Mjobty9mOFw>

GIVE A
BRIEF
UNDOWN

50% OF
THE
PRESENTATION

TELL THEM
WHAT YOU
JUST TOLD
THEM

5 TIPS FOR A STORY TO TELL

WE REMEMBER STORIES
BETTER

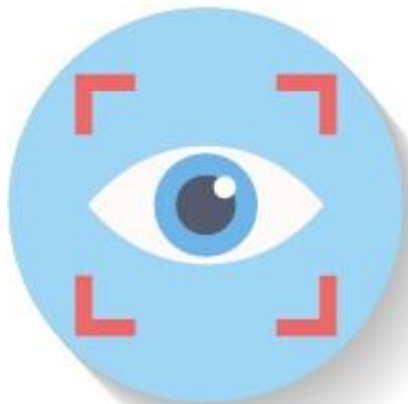
IT HAS
TO BE
TRUE

WITH PRACTICE

Nail your Presentation

SUBSCRIBE

LISTEN WHILE YOUR CLASSMATES ARE SPEAKING



Active listening looks like:

- Devices are put away
- Engaged body language
- Asking follow up questions

more examples

<https://www.youtube.com/watch?v=7q59fNXGyeA&t>

<https://www.youtube.com/watch?v=G6PX6TVY1LI>



Thank you!
any questions?