

The background features abstract, overlapping purple geometric shapes, primarily triangles and polygons, in various shades of purple, creating a modern and dynamic aesthetic.

Innovative Entrepreneurship Theory and Practice

today

part 1: the pitch

part 2: your task

- prepare your pitch

The background features abstract, overlapping purple geometric shapes in various shades, including light lavender, medium purple, and dark purple, creating a modern, layered effect.

the project assignment

Course Marking

Attendance	15%
Project Progress Report	15%
Mid-Term Exam	20%
Project Final Report	15%
<u>Pitch</u>	10%
Final Exam	25%

where we are

Students are required to form a group and create works relating to an innovative business idea. These works will form a portfolio and must be submitted with a final report. The business should be feasible and show innovation. Groups will also pitch their business idea. Please read the following details:

Innovation Group Project (40%)

- Form a group of 5 students
- All group members should contribute and be **present for their pitch**.
- Complete **two (2) written academic reports**,
 - 1: one progress report
 - 2: one final report
- Reports must have
 - an introduction and a conclusion
 - work cited and referenced correctly
- Group members are responsible for group meetings, deadlines and contributions
- Group members receive the same mark
- AI and plagiarized work is given a zero (0%) mark – **DO NOT CHEAT**

what we need to do

Group Project Deliverables

Pitch	A short pitch from the group followed by a question and answer session.
Reports	Group reports submitted in a Word document, pdf document or equivalent, containing: <ol style="list-style-type: none"> 1. A title page with the names of the group members, course name, the date and a title. 2. A report with an introduction, conclusion, and reference section / bibliography.
Works	Works can be included inside reports or submitted in addition to reports all works <u>MUST</u> be submitted <u>with</u> reports.

All coursework should be submitted before or on the submission date either via **Mango** or to **drseamuslyons@gmail.com** with details of the group, group members, course, coursework title, date and any other information considered relevant.

Project Stages 1 to 3

----- Stage 1 Progress Report -----

- a description of your idea
- personnel details (e.g. values, vision & mission statements)
- customer analysis (e.g. empathy maps, personas)
- business analysis (e.g. SWOT/TOWS)
- Progress Report submission date: 27th December 2024 week 7
- Course Marks 15%

what we need to do

include **all** the deliverables
even the work before midterm

----- Stage 2 Final Report -----

- your progress report
- business model canvas
- team roles, legal structure, IP protection
- market and competitive analysis, plans & predictions (marketing, financing, financial etc.)
- Final Report submission date: 7th March 2024 week 15
- Course Marks 15%

include the **progress report** in the final report
(you can change what you want)

----- Stage 3 Pitch -----

- Pitch dates: 27th February, 3rd & 6th March week 14 & 15
- Course Marks 10%

include **all** the deliverables
from after midterm

----- Stage 2 Final Report -----

- your progress report
- business model canvas
- team roles, legal structure, IP protection
- market and competitive analysis, plans & predictions (marketing, financing, financial etc.)

- Final Report submission date: 7th March 2024 week 15
- Course Marks 15%

----- Stage 3 Pitch -----

- Pitch dates: 27th February, 3rd & 6th March week 14 & 15
- Course Marks 10%

your project

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- **Company & you** - values, style, vision/mission, team roles
 - **Customers** - empathy mapping, personas
- **Business planning** - SWOT & TOWS analyses, business model canvas, core business plan
 - *Design / prototyping / MVP (from personas & plan)*
- **Strategies** - Marketing , funding, management, legal
 - **Pitch** – sell your plan

Group project

The Need

- What is the need you are solving for?
- Who has this need? Who is the target market? How big is this market? Is it growing?
- How is this an opportunity? Why is this an opportunity worth pursuing?

Group project

Product or Service Solution

- What is the product or service?
- Who are your competitors and how is your solution different?
- How will you make a profit? What is your business model?

overview of your business

- **Business Overview** - what is your business?
- **Business Value** - why is your product/service of value?
- **Marketing plan** - how are you going to connect with your customers?
- **Financial plan** - how are you going to make money, how much, when?
- **Business Plan** - what is your plan (strategies etc.)?

the pitch

time

The pitch should be short

2-minute pitch

pitch - things you may include

- Define the problem
- and your solution and value
- who's on your team (team roles, skills)
- your target customer and market
- state the opportunity
- describe your competitive advantage
- your financial sustainability
- why you?

pitch

1. just 'sell' your project - why it is good!
 - no slides
 - *provide a tablet if you have to show design*
 - *props are good*
2. questions will follow the pitch
 - answers will form part of the pitch grade

evaluation

how will the pitch be graded?

- **IDEA** - Clear, innovative, achievable
- **PITCH STRUCTURE** - Well organised, designed, and presented
- **PITCH PRESENTATION** - Well presented (clear, audible, confident)
- **PITCH STYLE**- Presentation is clear, impactful, and good design

how will it be graded?

1. Structure & Clarity

- Clear and logical organization of the pitch
- problem and solution explained well
- good delivery

Sample Evaluation Questions:

- Was the pitch easy to understand?
- Were key points explained clearly?

how will it be graded?

2. Delivery & Communication

- clear speech, correct tone and pace, and engaging

3. Responsiveness in Q&A

- Thoughtful, correct, and complete answers to questions
- group has understanding and insight

rubric

Grade	Presentation pitch
A (80-100)	<ul style="list-style-type: none">• Clear, innovative, achievable idea• Well organised (structured)• Well presented (clear, audible, confident, succinct speech)• Presentation is clear, impactful, and attractively designed
B+ (75-79)	<ul style="list-style-type: none">• Clear, innovative, achievable idea• Quite well organised (structured)• Quite well presented (quite clear, audible, confident, succinct speech)• Presentation is fairly clear, impactful, and attractively designed

rubric

Grade	Presentation pitch
B (70-74)	<ul style="list-style-type: none">• Clear, achievable idea but not completely original• Adequately organised (structured)• Adequately presented (not always clear, audible, confident, succinct speech)• Presentation is somewhat clear, impactful, and attractively designed
C+ (65-69)	<ul style="list-style-type: none">• Clear, achievable idea but not very original• Not always adequately organised (structured)• Not always adequately presented (not always clear, audible, confident, succinct speech)• Presentation is sometimes unclear, lacking in impact, and only adequately designed


rubric

Grade	Presentation pitch
C (60-64)	<ul style="list-style-type: none">• Achievable idea but not always clear or original• Sometimes quite poorly organised (structured)• Sometimes quite poorly presented (often not clear, audible, confident, succinct speech)• Presentation is often unclear, lacking in impact, and only adequately designed
D+ (55-59)	<ul style="list-style-type: none">• Achievable idea but often not clear or original• Often quite poorly organised (structured)• Often quite poorly presented (not clear, audible, confident, succinct speech)• Presentation is often unclear, lacking in impact, and quite poorly designed

rubric

Grade	Presentation pitch
D (50-54)	<ul style="list-style-type: none">• Achievable idea but not clear or original• Often poorly organised (structured)• Often poorly presented (not clear, audible, confident, succinct speech)• Presentation is often unclear, lacking in impact, and poorly designed
F (0-49)	<ul style="list-style-type: none">• Unachievable idea, not clear or original• Poorly organised (structured)• Poorly presented (not clear, audible, confident, succinct speech)• Presentation is unclear, lacking in impact, and poorly designed

advice



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

– Richard Feynman

Starting a good presentation

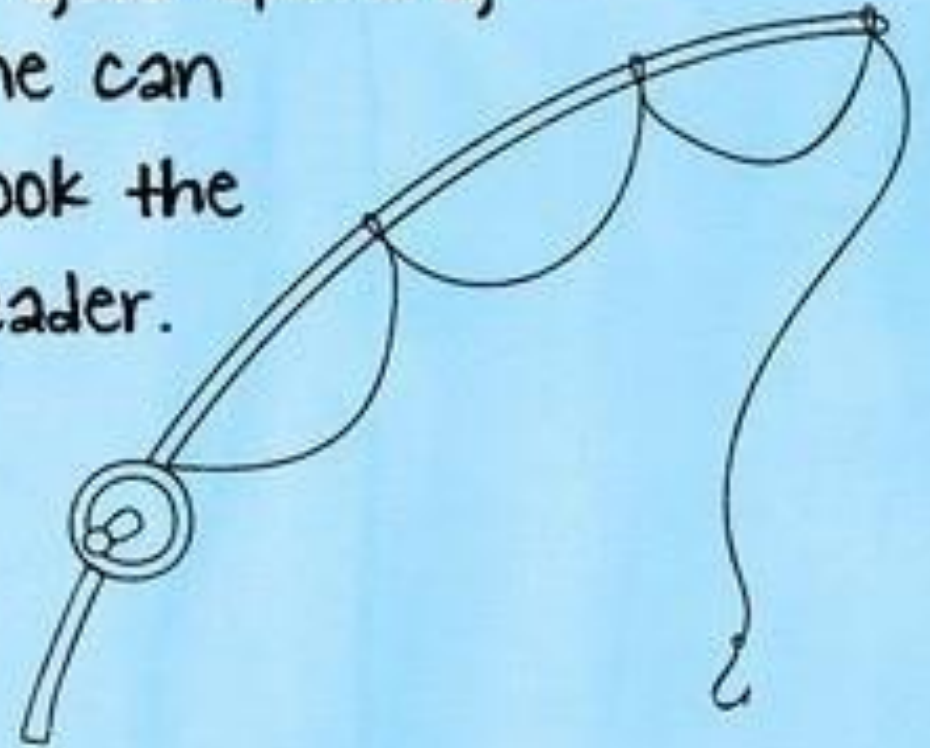
- Think first about the audience
- what story do you want to tell?
- Good presentations take time to prepare – start early!

GIVE A HOOK

A hook grabs the audience's attention

- Did you know that...?
- Have you ever wondered...?

A good opening line can hook the reader.



Use a question, statistic, quotation, repetition, description, startling fact, or an exclamation to give your story an interesting start.



prepare!!!

practice

do you want to see a pitch?

<https://www.youtube.com/watch?v=0HZftd5F0L0>

your task
- prepare your pitch

good luck!

more examples

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

<https://www.youtube.com/watch?v=zKQQvC6mHMU>



Thank you!
any questions?