

**Group size:** 2 participants for each speech (alternated)

**Time:** 60 - 90 minutes

**Objectives:** Stimulate creativity and entrepreneurial mindset, effective communication, time management

**Materials:** None

**Preparation:** Explanation of the pitch speech

**Instructions:**

Explain what a “pitch” speech (elevator speech) is and why is it important. An elevator speech is a clear, brief message or “commercial” about you. It communicates who you are, what you’re looking for and how you can benefit a company or organization. It’s typically about 30 seconds, the time it takes people to ride from the top to the bottom of a building in an elevator.

(The idea behind having an elevator speech is that you are prepared to share this information with anyone, at anytime, even in an elevator.) At a career fair, you can use your speech to introduce yourself to employers. It is important to have your speech memorized and practiced.

An idea could be to show them the five minute video with Simon Sinek?

<https://www.youtube.com/watch?v=IPYeClIXpxw> Tips on how make a good pitch speech:

<https://www.entrepreneur.com/article/251311>

Give participants a handout of criteria they could take into consideration when preparing/making a pitch speech.

If you use these method as a follow up on the method above, asks the groups to prepare their pitching speeches based on their Business Model Canvas. If the groups do not have a business model Canvas, proceed ask the groups to imagine themselves as sustainable entrepreneurs in a sector they are interested in. Give them 30 minutes to define a sustainable business idea. When the time is up, give the groups 15 minutes to prepare their pitching speeches.

Have each group to present their speeches and audience to ask questions.

**Debriefing:**

Ask participants:

- Whether the exercise was easy or difficult. Why?
- What do they think about the activity?
- How they felt during the practice?
- Were they satisfied with their speeches? Why / Why not?

**Follow-up suggestions:** Show/Suggest the participants to see examples of several successful entrepreneurs’ pitch videos.