



**TEACHING
ENTREPRENEURSHIP
SUMMIT**

WELCOME TO



Improving Student Pitches

**TEACHING
ENTREPRENEURSHIP
SUMMIT**
SUMMER 2021



Problem:

I wish my students' pitches were more

_____ .

Skill Building

Takeaways



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1. Don't steal their struggle
2. Market is the teacher

Students



Customers

Love

Hate

Skills



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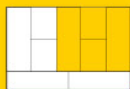
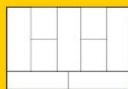
	Investor Pitch	Process Pitch
Goal	Get \$	Build & Assess Skills
High-Tech	✓	✓
SMB	✗	✓
Emphasizes	Success	Learning

Structured Curriculum

EXEC

Find a Problem Worth Solving

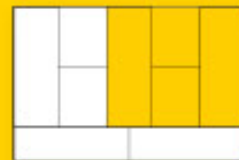
Find a Solution Worth Building



Weeks 1 - 2 3 - 4 5 - 6 6 - 8 9 10 10 11 12 - 13 14 - 15

Skills Growth Mindset Leveraging 1st Failure Ideation Generation Customer Interviewing Problem Validation Creativity & Design Thinking Financial Modeling MVPs & Prototypes Running Experiments Pitching & Storytelling

Find a Problem Worth Solving



Weeks

1 - 2

3 - 4

5 - 6

6 - 8

9

Skills

Growth
Mindset

Leveraging
1st Failure

Ideation
Generation

Customer
Interviewing

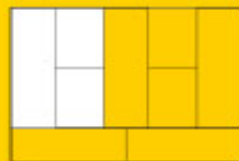
Problem
Validation

Find a Solution Worth Building



9

10



10

11



12 - 13

14 - 15



Problem
Validation

Creativity &
Design
Thinking

Financial
Modeling

MVPs &
Prototypes

Running
Experiments

Pitching &
Storytelling

Process Pitch Cons

1. Competitions

2. Unfamiliar

Process Pitch **Pros**

1. **Assess skills**
2. **Engage all students**
3. **Celebrate failure**
learning
4. **Calibrate coaches**

Process Pitch Parts

1. **Emotional
Awareness**

2. **Experimentation**

3. **Execution**



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PROCESS PITCHING SCORESHEET

How well did the team demonstrate they validated their customers' emotions and/or problems?

1

Not Yet

2

Partially

3

Ok

4

Extremely

How well did the team demonstrate they learned about their business model by testing their assumptions?

1

Not Yet

2

Partially

3

Ok

4

Extremely

How confident are you the team understands the business model validation process well enough to eventually build a successful business?

1

Not Yet

2

Partially

3

Ok

4

Extremely

Train Judges

Judging Criteria

Watch example pitch: <http://bit.ly/processPitch>

Business Model Validation is a process whereby teams:

- How well do they understand their customers' **emotions**?
Did they describe how they identified, and validated, their customers' feelings?
- How much did they **learn** about their business model through **experimentation**?
Did they describe assumptions they tested, and how those tests changed their business model?
- How well do they **understand** the business model validation process?
Were they able to execute the validation process and demonstrate their next steps in a way to give you confidence they could eventually discover a financially sustainable business model?

Non-Criteria

- Personal opinions about the company/product.
Data trumps opinion (including the opinions of teachers and judges).
- How successful the company/product was during the term.
The process, even if it results in failure, is more valuable than the success of a single product.

Improve Pitches

1. **Format**

2. **Training**

Training Students

**Train Students
as Teachers**

What Grade Would I Give?

Assess Pitch Clips*

- Emotion
- Experimentation
- Execution

Warm-Up: Starting Chefs

**“Helping New Chefs feel
More Confident”**

How Would I Rate

Validated customers'
emotions?

1. Not at all
2. Partially
3. Ok
4. Extremely

How Would I Rate

Not **evaluating...**

- Idea
- Overall pitch quality
- Presentation style
- Etc.



How well do they validate customers' **emotions**?

How Would I Rate

This is the moment...

Pitches

Improve

How Would I Rate

I Liked:

- **Importance of emotions**

How Would I Rate

Next Iteration:

- **More specific emotions**
- **How did you discover them?**
 - Quotes & pics
- **How did they change your business?**

Let's Play:

BRADE

“Find Your People”



What emotions

Stress

When losing friends at big festivals and venues it quickly becomes stressful.

What emotions do you associate with this issue occurring?

Fear, Anxiety, Sadness, etc

Frustration, fear, stress, anxiety

Fear

Being alone causes the Amygdala in the brain to take over and generate fear.

Fear

Anxiety

Stress

Frustration

Not being able to have contact with one's group can cause frustration with calls and texts not going through

Fear when I can't find my friends

How well do they validate customers' **emotions**?

How Would I Rate

Validated customers'
emotions?

1. Not at all
2. Partially
3. Ok
4. Extremely

How Would I Rate

I Liked:

- **Specific emotions**
- Learned **about and** changed **the business**

How Would I Rate

Next Iteration:

- **Customer story**
 - vs your story

Experimentation: Utopia

**“Plan Your
Adventure”**

Instagram Poll Results

Total Poll Participants: ~730 People

Question 1:

How would you feel about
renting your outdoor equipment
to others for money?



Question 2:

Would you be interested
in renting others' equipment?



How well do they learn by **testing their assumptions?**

How Would I Rate

Testing their assumptions:

1. Not at all
2. Partially
3. Ok
4. Extremely

How Would I Rate

I Liked:

- **Collected metrics**

How Would I Rate

Next Iteration:

- **Success metrics?**
 - Was it enough?
- **Polls aren't validation**
 - Proof is validation
- **What did you learn or change?**

Experimentation:

Spruce.ly

**“Sustainable
Shopping”**

Customer Emotions

- Feel good when they could vote green with their dollar
- Encountered difficulty with discovering sustainable brands
- Frustrated by greenwashing
- Aware of the negative impacts of industry and fast-fashion



How Would I Rate

Executed **Business Model**

Validation Process:

1. Not at all
2. Partially
3. Ok
4. Extremely

How Would I Rate

I Liked:

- **Interviews** changed customer segment
- **Emotions** shaped solution
- **Experiments** evolved ads
- Learned **how to** Learn

How Would I Rate

Next Iteration:

- **Customer quotes**
- **Heat map success metrics**

EXEC

**PROCESS
PITCH
COMPETITION**

WINNER

EXEC

2

1

3

PROCESS PITCH COMPETITION

Spruce.ly



CAL POLY

EXEC

2

1

3

PROCESS PITCH COMPETITION

Improve Pitches

1. **Format**

2. **Training**

Lesson Plan

1. Scoresheet

PROCESS PITCHING SCORESHEET			
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Improve Pitches

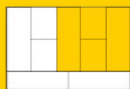
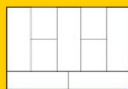
1. **Scoresheet**
2. Game: **Students**
3. Game: **Judges**

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Leveraging 1st Failure

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Customer Interviewing

Problem Validation

Creativity & Design Thinking

Financial Modeling

MVPs & Prototypes

Running Experiments

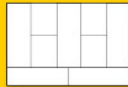
Pitching & Storytelling

Preview: TeachingE.org

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Thank You



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