



Entrepreneurial project stage 2 – Team formation

1. SHORT SUMMARY

- Total duration of this lesson: 45 minutes
- What will the students learn?
 - How to deliver a powerful presentation in a short time.
- What will the students do during this lesson?
 - Pitch their sustainable green business ideas to their classmates.
- What skills are the students going to improve?
 - Effective communication
 - Synthesis of knowledge
 - Team work
 - Presentation skills
 - Work under pressure
 - Keep deadlines
 - Tolerance and understanding
 - Acceptance of failure
 - Negotiation skills
- Cross-curricular links:
 - Geography
 - Economics / Entrepreneurship
 - Foreign languages
 - Philosophy
 - Civic education
- Materials needed:
 - Multimedia projector
 - Laptop / computer with speakers
 - Internet connection in the classroom (if there is no Internet in your classroom, you can download the online videos in this lesson in advance and bring them on a flash drive, or alternatively you can ask students to form groups and use their smartphones/tablets in order to watch the videos)



2. INTRO

Before the class begins, organize the classroom in a way convenient for a speed dating activity.

(3 min.)



Source: JA Bulgaria

Tell the students that today is the day when each of them will make an elevator pitch of their business idea from last time. This will be done through a speed dating activity and they will have the opportunity to practice their pitch a number of times. You can spend a couple of minutes here asking the students about the experience from last time, how they felt developing their own idea, etc. Tell the students to be articulate when delivering their elevator pitches, to speak at a normal pace (not too fast and too slow), and to try to keep eye contact with their listener.

3. PRACTICAL ACTIVITY

Seat the students in pairs facing each other. If there have been students from last time who didn't want to work alone and worked in a team of 2, then they can both be seated at one side of the table and present as a team. If after all pairs have been formed, one student (or team) remains without a counterpart, the teacher should step in and fill the empty space (in this case, only the student will be pitching to the teacher, but the teacher will not be pitching and the student can use that time, while in the other pairs the second student will be pitching, to organize their notes).

(40 min.)

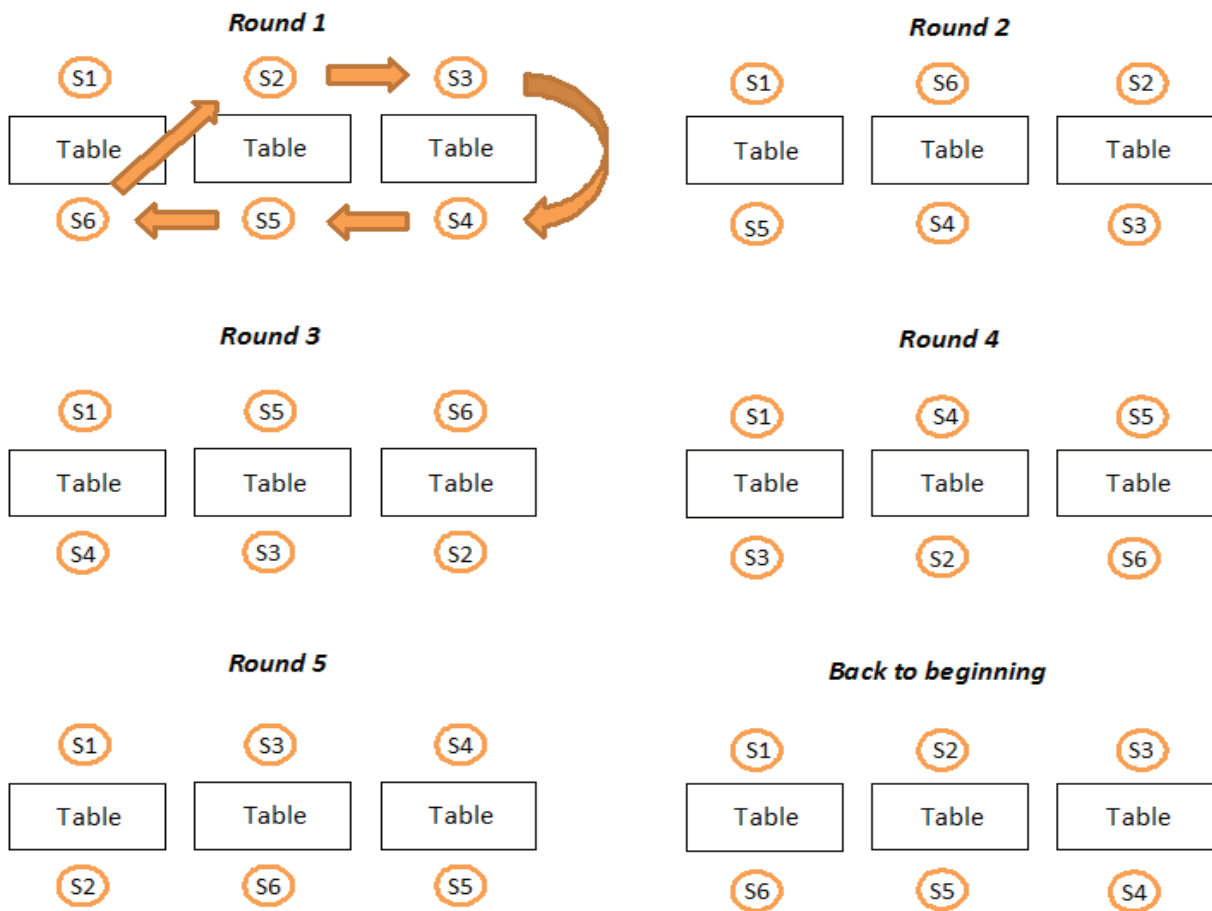
Here are the steps to follow to make sure that everyone speaks to everyone else:

- 1) Each student (team) should pitch their idea to the one opposite him/her for 2 min. The students should be aware that at this stage they can't ask questions or make comments on the ideas being presented to them. They can only take notes.



- 2) Give out a signal after the end of the first 2 min. of pitching – it can be a whistle, or a maracas, or a bell, etc.
- 3) Now the other student in the pair makes their presentation for 2 min.
- 4) After the first round is done, give out the signal again so that students know they have to stop. Now they will also have to change their positions.
- 5) Choose one student (or team of 2) who will remain in a fixed position. All the others move in a clockwise direction.
- 6) Continue until everyone has presented to everyone else.

Here is a visual example of how the moving sequence can be done for 6 people. You can adapt that to a larger number of people, you only need to observe the rule to have an even total number of presenters. (S = student)




Tip: If you think you will not have enough time if everyone is giving a 2-minute presentation, you can limit the duration to 1 min. Just make sure that during the previous lesson you have informed the students about the expected length.

Before the pitching begins, give each student an empty sheet of paper where they can write notes on each idea they hear.



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After all presentations are done, students can use their voting cards (make sure you have them cut out in the necessary quantity before the class). Each student can vote for only one idea they've liked best. They can't vote for their own idea.

 **Hi-tech option:** You can organize the voting on Doodle.com and this way save a lot of time going through the voting cards, because you will have the results instantly.

Collect the voting cards and count and summarize the results. The top 5 ideas are the ones which will continue to be worked on from next time. The owners of the ideas will remain in these teams. The students who voted for these 5 ideas become part of the teams. However, each team may not have more than 5 members. This means that if more than 4 people voted for one idea, the idea owner gets to choose the 4 students who remain in the team. The others can negotiate with the other teams and decide which ones to join until in the end there are 5 teams of no more than 5 people. If you have a class which is bigger than 25 students, you can either increase the number of teams to 6 or allow 6 people to form a team. We don't recommend increasing the number of people in a team to more than 6, because a larger team will not be able to work so effectively. On the other hand, if your class is smaller, then you might want to decrease the number of teams to 3 or 4. This is better than having some teams remain with two or three people.

VOTING CARD

GREENT team formation



My vote goes for the idea of _____

(name of student(s) whose idea you are voting for)

This is the idea about _____

4. REFLECTION

You can ask the following questions to the whole class and collect several answers from volunteers. Alternatively you could ask the students to fill in their answers individually in written form in the worksheet provided:

- What did you learn about yourself from this activity?

5. A LOOK INTO THE FUTURE

Next time the teams that were just formed will look for partners and mentors for their business ideas. Remind the teams that at the end of the process, during stage 7 of the entrepreneurial project they will have to present their ideas in front of a jury. Inform them that the jury is going to assess the ideas according to several criteria. Announce the criteria now so that the teams have them in mind while working on their ideas in the next stages of the project:

CORE

(2 min.)



1. **Addressing a real sustainability problem (max. 20 points):** the team has demonstrated that a real problem exists for their solution.
2. **Innovation (max. 15 points):** it can be innovation in an existing product/service/process/technology or a completely new thing.
3. **Practical applicability (max. 25 points):** the idea is thought well in considerable detail, it is not too general or too fantastic, financial plan also comes here, as well as marketing, distribution channels, and the other elements of the business model canvas.
4. **Scale (max. 10 points):** how many people it impacts or has the potential to impact.
5. **Presentation (max. 10 points):** did the team manage to explain the idea so that others can understand and imagine it.
6. **Visualization and presentation skills (max. 10 points):** did they use any visual materials and how well were they created; how skillful were the presenters.
7. **Adequate answers to jury questions (max. 10 points):** did they understand the question, did they defend their point of view convincingly, did they demonstrate they know and understand their idea in detail.

