



Entrepreneurial project stage 7 – Final presentations

1. SHORT SUMMARY

- Total duration of this lesson: 60 minutes (may be organized as a separate school event outside of the regular class hours since it is the final lesson for the course)
- What will the students learn?
 - How to deliver a captivating presentation of their sustainable business idea.
- What will the students do during this lesson?
 - Deliver presentations of their sustainable business ideas.
 - Answer jury questions related to their business idea.
 - Receive feedback from real-life business people.
- What skills are the students going to improve?
 - Effective communication
 - Team work
 - Presentation skills
 - Receiving feedback
- Cross-curricular links:
 - Geography
 - Economics / Entrepreneurship
 - Foreign languages
 - Philosophy
 - Civic education
- Materials needed:
 - Multimedia projector and screen
 - 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 (10 min.) (CORE ACTIVITY)

(10 min.)

Before this lesson, you need to make sure you have set up everything in advance. Send out invitations to the people who you want to invite as jury members at least one week before the class. If you will be inviting other guests, inform them at least a week in advance too. You may seek the assistance of your local JA office in identifying suitable people for the jury panel. It is best to have a jury of 3 or 5 people. At least one of them needs to be an entrepreneur who has their own business. There can be an upper level management representative of a local company, a representative of the institutions, an NGO representative, and a media person. In your invitation letter, inform them about the purpose of their participation and what is expected from them – to listen to the teams' presentations, ask questions, give overall feedback to the teams in the end of the event, and determine a winner.

The classroom needs to be equipped with a multimedia projector and screen, as well as a computer from which you are going to play the teams' presentations. An appropriate set up for the room would be to leave some space in the front which will be the stage where students will be delivering their presentations. There need to be some seats for the jury members arranged in such a way that they are facing the presenting students and also facing the screen where the slides will be projected. Then the rest of the room can be arranged in rows of seats for all the students and guests.

You may also want to prepare the certificates for the students for successful completion of the GREENT course in advance. You can obtain the template from your local JA office. It would also be great to prepare certificates for the jury members.

Don't forget to bring the posters the students made in lesson No. 1 – they will be a great proof of how much they have advanced their knowledge and skills until the end of the GREENT course.

At the beginning of the class, greet all students and guests. Say that this is the final lesson in the GREENT course and it will consist of team presentations of real sustainable business ideas developed by the students. Since this is the final lesson, tell the students that they will now have the opportunity to fill in the post-test.

Allow 10 min. for the completion of the questionnaire.



Hi-tech option: *If you can hold this lesson in an IT lab in your school where every student can be seated on an individual computer, please access the electronic version of the test at: <http://jabulgaria.org/limesurvey/index.php/389357?lang=en>. Let the students fill in their anonymous responses online. You can obtain the class code from your national or regional Junior Achievement office.*



Low-tech option: *You can print out the printable version of the questionnaire and distribute it to every student in the class. After the students have completed the test, collect their papers and provide them to your Junior Achievement office.*

While the students are filling in their post-tests, use the time to explain a little bit about the GREENT course to the jury members and the guests, giving an overview of what the students have learned so far and what kinds of activities they have been involved in.

An alternative time for the post-test would be for you to assign it to the students to do at home before this final lesson.



3. PRACTICAL ACTIVITY

(50 min.)

Now that the questionnaires have been filled in, the presentations can begin.

First, announce the criteria according to which the jury members will assess the presented ideas. The teams are already familiar with the criteria since stage 2 of the entrepreneurial project. The criteria are:

- **Addressing a real sustainability problem:** the team has demonstrated a real problem exists for their solution (max. 20 points)
- **Innovation:** it can be innovation in an existing product/service/process/technology or a completely new thing (max. 15 points)
- **Practical applicability:** 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 (max. 25 points)
- **Scale:** how many people it impacts or has the potential to impact (max. 10 points)
- **Presentation:** did the team manage to explain the idea so that others can understand and imagine it (max. 10 points)
- **Visualization and presentation skills:** did they use any visual materials and how well were they created; how skillful were the presenters (max. 10 points)
- **Adequate answers to jury questions:** did they understand the question, did they defend their point of view convincingly, did they demonstrate they know and understand their idea in detail (max. 10 points)

You can assign a random order for the teams and call on each team selected to present next.

Teams have 4 minutes for each presentation. You can prepare a bell or smartphone alarm to signal the end of each presentation. Remind the teams that they need to be strict in keeping the time limit. Then the jury can ask questions which are limited to 2 min.

After all presentations are finished, the jury will have to make a decision on the winner based on the criteria.

Excel score sheets which calculate the points automatically are available as supplementary materials to this lesson.

After the ranking of the teams is done, ask the jury members to share their overall feedback on the performance and idea of each team and assess if it has a good potential to become a real business.

Let the jury also announce the rankings and invite each team to come and collect their certificates for participation in the course. Thank everyone for their active participation and contribution and especially greet the students for their perseverance and hard work during the whole course.