

# From Spark to Success: Empowering Students with the Art of Pitching

**Creativity - Problem Solving - Critical  
Thinking - Presentation Skills**

Workforce  
Readiness

Passion to  
product

Fun and easy  
resources

# Agenda



- Why Entrepreneurial Mindset Skills?
- Why Pitch?
- Pitch Challenge Toolkit
- Educators as Students
- Reflection and Brainstorm
- YEI, YIPPEE, OST Challenge

# Why Entrepreneurship Education



Every child will not become an entrepreneur,  
But entrepreneurship education:

- Prepares young people for 21st century lives
- Teaches critical hard and soft skills
- Develops the entrepreneurial mindset\*\*\*

# The Entrepreneurial Mindsets & Skills

- Curiosity
- Growth Mindset
- Courage
- Persistence and Grit
- Opportunity-seeking
- Problem Solving
- Embracing Failure
- Optimism
- Resourcefulness
- Adaptability
- Empathy



- Creativity
- Teamwork
- Idea Generation
- Market Research
- Opportunity Analysis
- Design Thinking
- Prototyping
- Business Model
- Pitching
- Public Speaking



# How it helps meet 21st CCLC grant goals



Boosts ELA and math skills

Strategy for career awareness, exploration and workforce readiness

Authentic community engagement

# World Economic Forum Jobs of the Future Report - Top 10 Skills

## 2023-2027

1. Analytical thinking
2. Creative thinking
3. AI and big data
4. Leadership and social influence
5. Resilience, flexibility and agility
6. Curiosity and lifelong learning
7. Technological literacy
8. Design and user experience
9. Motivation and self-awareness
10. Empathy and active listening

## In 2020

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decisions
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

## In 2015

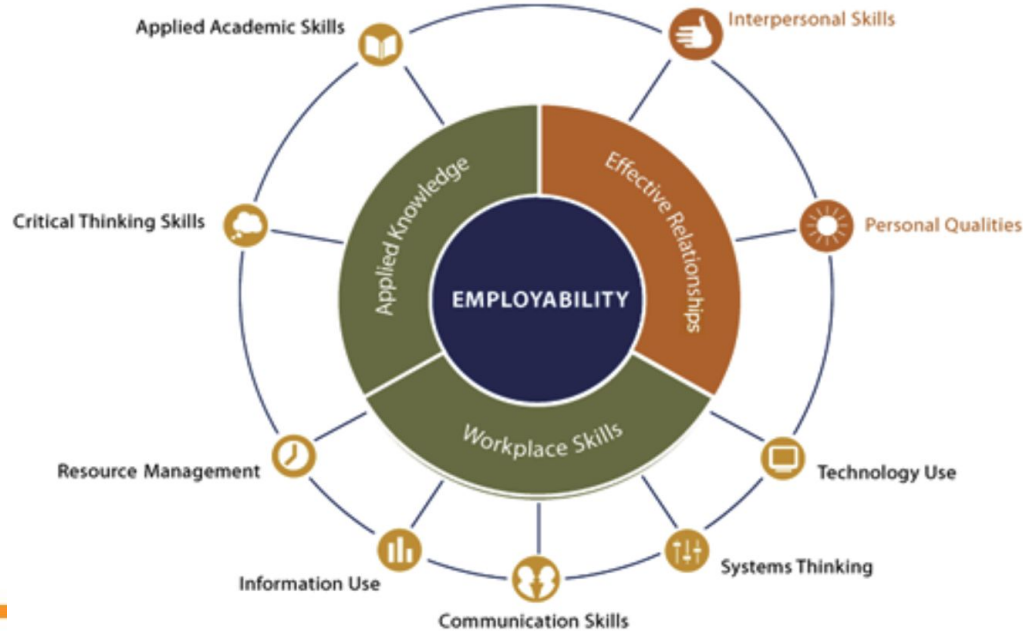
1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgment and Decisions
9. Active Listening
10. Creativity

<https://www.weforum.org/stories/2023/05/future-of-jobs-2023-skills>

SOCIAL AND EMOTIONAL COMPETENCIES	EMPLOYEE SOCIAL AND EMOTIONAL SKILLS (in demand skills from employers)	
SELF-AWARENESS	<ul style="list-style-type: none"> <li>• Positive attitude</li> <li>• Flexibility</li> <li>• Ability to apply skills to real-life settings</li> <li>• Openness to developing/ learning new skills</li> <li>• Sense of self-worth</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to Innovate</li> <li>• Confident</li> <li>• Creativity</li> <li>• Commitment</li> <li>• Shows flexibility</li> </ul>
SELF-MANAGEMENT	<ul style="list-style-type: none"> <li>• Initiative</li> <li>• Works well under pressure (e.g., manages emotions)</li> <li>• Punctuality</li> <li>• Ability to work independently</li> <li>• Detail-oriented</li> <li>• Strategic planning (e.g., setting and achieving goals)</li> </ul>	<ul style="list-style-type: none"> <li>• Strong work ethic</li> <li>• Time management</li> <li>• Entrepreneurial thinking</li> <li>• Reliability</li> <li>• Organizational skills</li> <li>• Adaptability</li> <li>• Budgeting</li> <li>• Self-discipline</li> </ul>
SOCIAL AWARENESS	<ul style="list-style-type: none"> <li>• Cross-cultural sensitivity</li> <li>• Ability to work with people of different backgrounds/cultures</li> </ul>	<ul style="list-style-type: none"> <li>• Supervision of others</li> <li>• Respects individual differences</li> </ul>
RELATIONSHIP SKILLS	<ul style="list-style-type: none"> <li>• Written and oral communication skills</li> <li>• Listening skills</li> <li>• Conflict resolution</li> <li>• Teamwork and works well with others</li> </ul>	<ul style="list-style-type: none"> <li>• Effective communication</li> <li>• Ability to collaborate</li> <li>• Management skills</li> <li>• Responds to customer needs</li> </ul>
RESPONSIBLE DECISION-MAKING	<ul style="list-style-type: none"> <li>• Integrity</li> <li>• Honesty</li> <li>• Analyze and solve complex problems</li> <li>• Ability to evaluate information from multiple sources</li> </ul>	<ul style="list-style-type: none"> <li>• Critical thinking</li> <li>• Reasoning</li> <li>• Civic participation and engagement</li> <li>• Ethical and sound decision-making</li> <li>• Observes carefully</li> </ul>



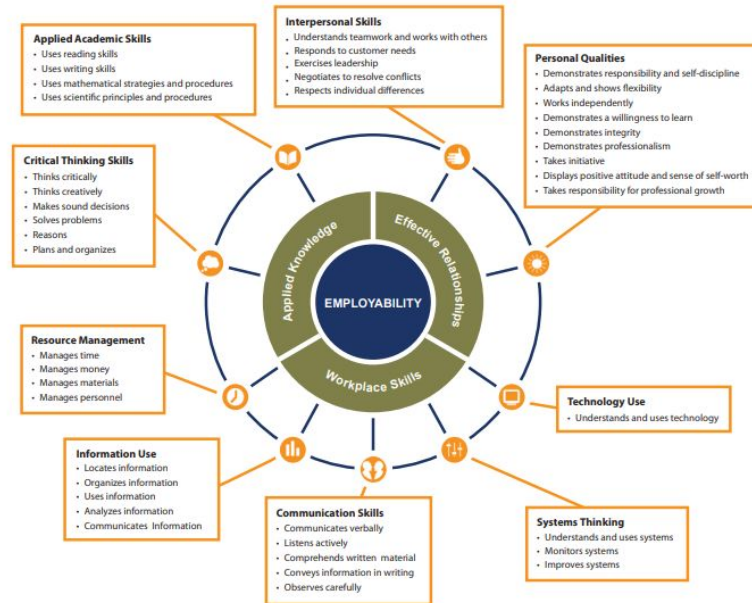
# Entrepreneurial Skills = Employability Skills



<https://cte.ed.gov/initiatives/employability-skills-framework>



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# Professional Skills

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Drug Free	Reliability	Work Ethic	Punctuality	Discipline
Teamwork/Collaboration	Professionalism	Learning Agility	Critical Thinking/Problem-Solving	Leadership
Creativity/Innovation	Oral and Written Communications	Digital Technology	Global/Intercultural Fluency	Career Management



**Department of  
Education &  
Workforce**

# Ikigai



- Japanese concept
- A reason for being
- Aligns skills and passions for purpose

# Standard Alignment



Correlation to Ohio Learning Standards for English Language Arts Grades 6, 7 and 8

		Problem Identification	Business Opportunity	Pitch Content Structure	Pitch Practice	Coaching and Filming	
Reading	Cite Textual Evidence to Support Analysis						
	Meaning of Words						
	Author's Perspective/Purpose						
	Integrate Information Presented in Different Media						
	Compare and Contrast/Analyze Information from Multiple Sources						
	Read and Comprehend Nonfiction Text						
	Writing	Write Argument to Support Claims					
		Write to Task, Purpose and Audience					
		Develop Writing Through Editing Process					
		Produce and Publish Work Using Technology					
Quote/Paraphrase Data and Conclusions of Others							
Draw Evidence From Other Tests to Support Ideas							
Write Routinely Over Extended Time Frames							
Speaking/Listening		Collaborative Discussions					
		Interpret/Analyze Information from Various Media Formats					
		Deliver/State Speaker's Argument and Specific Claims					
	Present Claims and Findings: Appropriate Eye Contact, Volume and Pronunciation						
	Include Multimedia Components in Presentation						
	Adapt Speech to a Variety of Contexts						
Language	Demonstrate Command of English: Grammar and Usage						
	Demonstrate Command of English: Capitalization, Punctuation and Spelling						
	Knowledge of Language and Conventions						
	Determine or Clarify Meaning of Unknown Words						
	Demonstrate Understanding of Figurative Language, Word Relationships and Nuances in Meanings						
	Acquire and Use Grade Appropriate Academic and Domain Specific Words/Phrases						

\* Standards 5.5, 7.5 and 8.5 are covered based on students' use of visuals or graphics in their presentations.

- Many ELA Standards covered
- All categories of standards
- All steps of Pitch Toolkit

# How to teach the Pitch Challenge



- Set the stage: What and when do you pitch?
- Explain benefits: Why pitch?
- Lessons: Support for 5 key steps

# Overview

- 30-90 second presentation
- Make the listener curious
- Create a safe space to fail – “Glows” and “Grows”!
- Lessons modified according to time and group size

# Student Pitch Winners



K-4



5-8



9-12



# Pitch Challenge Overview



# Problem Identification

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- Outcomes: Identify meaningful problem
- Warm Up: Ten Uses for a Shoe
- Main Event: A Day in the Life
- Pitching Activity: Scripted Pitches

[Link](#)

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# Business Opportunity

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- Outcomes: Develop idea toward business
- Warm Up: Invention Mash-up
- Main Event: Problem or Need + Skills --> Solution
- Pitching Activity: Pitching Improv



[Link](#)

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# Pitch Content, Structure

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- Outcomes: Understand and create a great pitch
- Warm Up: Favorite Things
- Main Event: Message Map

[Link](#)

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# Pitch Practice

- Outcomes: Improve presentation skills, confidence
- Warm Up: Elevator Pitch Essentials
- Main Event: Iterative Practice
- Pitching Activity: Pen Exercise



[Link](#)

# Coaching and Filming

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[Link](#)

- Outcomes: Coach successful pitch presentation
  - Warm Up: Practice, Practice, Practice
  - Main Event: Live Presentation Preparation
  - Pitching Activity: Film or Live Presentation
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# Category Lessons

Sustainability and  
Environment



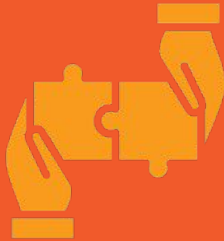
**ENVIRONMENT**

STEM/  
Technology



**STEM & TECH**

Social  
Entrepreneurship



**SOCIAL**

Sports/  
Recreation



**SPORTS**

Product  
Creation



**PRODUCT**



# Social Entrepreneurship & Community Ideas

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- Outcomes: Empathy for Community
- Warm Up: Walk in Other's Shoes
- Main Event: Smash-up
- Pitching Activity: Start Storming



[Link](#)

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# Technology & STEM Innovation

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**STEM & TECH**

- Outcomes: Many paths to one solution
- Warm Up: Chain Storytelling
- Main Event: Journey of User
- Pitching Activity: Step-by-step Storytelling

[Link](#)

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# Sustainability and Environment

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- Outcomes: Solutions through multiple perspectives
- Warm Up: Viewpoint Identification
- Main Event: Discussion and Compromise
- Pitching Activity: Empathetic Solutions



**ENVIRONMENT**

[Link](#)

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# Sports & Recreation

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**SPORTS**

- Outcomes: Enhance one aspect of sport
- Warm Up: Exploration and Identification
- Main Event: Trends and Enhancement
- Pitching Activity: Innovation Presentation

[Link](#)

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# Product Innovation

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- Outcomes: Development of product
- Warm Up: Mash-up
- Main Event: Identification and Brainstorm
- Pitching Activity: Prototype and Presentation



**PRODUCT**

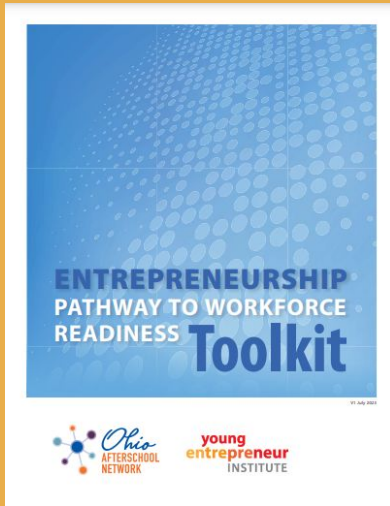
[Link](#)

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# Connect to Passion

- Interests/talents connected with wants/needs
- Reflections and brainstorming
- Resources - YEI, YIPPEE, OST Pitch Challenge

# Entrepreneurship Pathway to Workforce Readiness Toolkit



- 12 one-hour sessions
- Job shadowing/mentoring component
- Students develop a business idea and develop pitch
- Pitch competition or showcase



# YIPPEE! exchange™

yippee.exchange  
Use "YEIELIZ" for an  
extra 100 points



young  
entrepreneur  
INSTITUTE®

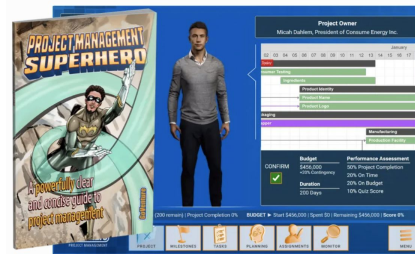
# YIPPEE Products for you!



Entrepreneur  
Business Concepts



Little Science Lab  
STEM x Entrepreneurship



MediaSpark  
Simulations



Slyngshot  
Problem to Pitch

...and many more!

# For More Information

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Visit our website

[www.youngentrepreneurinstitute.org](http://www.youngentrepreneurinstitute.org)

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AT UNIVERSITY SCHOOL