



pitch your  
**VISION**



## Teacher Guide



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# About Pitch Your Vision

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JA Pitch Your Vision is a 6-week program that provides students in Grades 9-12 with the opportunity to explore generating, developing, and evaluating ideas for a new entrepreneurial venture.

Students will develop and test ideas through market research and prototyping, set goals, develop a business plan, and learn how to pitch their product/ service.

## **Learning Objectives:**

- Learn and understand the significance of entrepreneurship and innovation in our economy
- Understand teamwork, leadership, and responsibility
- Generate ideas for innovative products/services that are sustainable and competitive
- Gather data, evaluate alternatives, and develop a business plan
- Learn and apply business concepts from inception to pitch, including the product/service ideation, market research and prototyping, and creating a business plan and mission statement
- Make effective sales pitches and presentations
- Set individual and team SMART goals and reflect on learnings





# UN Sustainable Development Goals

Keeping the 2030 Agenda for Sustainable Development in mind, countries all over the world are taking accelerated actions to meet the UN Sustainable Development Goals (SDGs). Businesses and entrepreneurs also have an important responsibility in creating sustainable solutions that meet their country's development challenges.

**JA Pitch Your Vision** aims to create greater awareness of how sustainable solutions can be implemented into business practices. During the program, students will address one of the 17 UN Sustainable Development goals through their innovative business idea. They will formulate how their product or service meets the SDGs.

Finally, the top 6 finalist teams will get the opportunity to present their business idea during the Pitch Competition.



To find out more about the UN SDGs, visit  
<https://www.un.org/sustainabledevelopment/sustainable-development-goals/>



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## Timeline & Expectations



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# Key Dates

## 2025-2026 School Year

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Milestone	Semester 1 Dates	Semester 2 Dates
Registration Deadline	Friday, Sept. 19	Friday, Feb. 13
Teacher Training (virtual/ recorded)	Wednesday, Sept. 24	Wednesday, Feb. 18
Program Start Dates	Week of Sept. 29 or Oct. 6	Week of Feb. 23 or Mar. 2
Product Idea Submission Deadline	Monday, Nov. 3	Thursday, Apr. 2
Lean Business Plan Submission Deadline	Monday, Nov. 24	Monday, Apr. 27
Preliminary Judging Period	Nov. 24 – Dec. 5	Apr. 27 – May 8
Finalists notified	On or before Fri., Dec. 12	On or before Fri., May 15
Final Pitch Competition	Tuesday, Jan. 13	Tuesday, May 26



# Timeline

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## **6-week Program Breakdown (content provided by JA):**

Week 1 – Introduction & brainstorming activity

Week 2 – Innovation, prototyping, product research assignment introduction, continued brainstorming

Week 3 – Product selection, goals, mission, funding (submit product idea to JA)

Week 4 – Business model canvas, prototyping, Lean Business Plan

Week 5 – Review research, goals, Lean Business Plan, final pitch development

Week 6 – Final pitch & debrief (submit Lean Business Plan to JA)

## **Time Commitment:**

Preparation Time – 30 min weekly (will vary depending on the activities for the week)

Class Time – approximately 2 hours per week

Student Correspondence – as needed





# Teacher Role

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The teacher will act as a business advisor and supervisor to their students, helping them develop and test ideas while developing and understanding of business and entrepreneurship through this experiential program. The teacher is responsible for helping students organize and assemble information so that they can make sound business decisions, without making those decisions for them. This is accomplished by understanding the program, highlighting important factors and asking key questions which will guide students throughout the process.

- Work closely with the student participants
- Arrange weekly meetings with the students (often in-class time)
- Lead students through the timeline
- Supervise students and ensure they are following all program guidelines
- Share your own professional experience/ knowledge
- Ensure students are meeting all outcomes of the program in a timely manner
- Submit required documents to JA
- Support a safe, positive, and inclusive environment for all students to have fun and participate fully





# Eligibility & Expectations

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## **Eligible Student Participants:**

- Enrolled in grades 9 to 12
- Finalists must be available to attend the virtual Pitch Competition and must have access to a computer or electronic device with video conferencing capability and Internet Access. JA will work with teachers to find solutions where challenges exist with this requirement.

## **Student Expectations:**

- Identify fellow team members and form teams of 2 to 5 students
- Complete all required tasks
- Determine how to work and communicate as a team
- Brainstorm a product or service idea with their group by first choosing one of the UN Sustainable Development Goals and then brainstorming and product/ service solution to meet the SDGs
- Submit their business idea and business plan
- Participate in the pitch of the business idea along with their team





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## How to run the program



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# Program Details

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All the resources required for the 6-week experience will be provided to teachers by JA. This program can be run during class time or as part of an after-school club. The program is well suited to business and entrepreneurship classes but is also a great fit for students who are interested in projects related to sustainable development.

- All student teams are to submit their business idea to JA by filling out the Product Approval Form provided by JA and uploading it to Dropbox in Week 3.
- All student teams are to submit a Lean Business Plan to the Dropbox by the end of Week 6.
  - *Note: Teachers can also upload submissions on behalf of their students.*
- Preliminary Judging – JA Volunteers will review the submissions and determine the top 6 finalists
- Pitch Competition Final Round (Virtual Event) – the top teams will have the opportunity to present a live pitch for judges and event attendees.





# Submission Guidelines

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All student teams are required to submit a Lean Business Plan via Dropbox. The Lean Business Plan will include:

- Company Mission
- Clear description of the product/ service and how it supports the UN Sustainable Development Goals
- Outline of the direct competition in the market
- Marketing Plan including the target market and competitive advantage
- Approximate set-up costs and Production Plan
- Suggested selling price





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# Pitch Competition



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# Pitch Competition

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Held at the end of the **JA Pitch Your Vision** experience (once per semester), the Pitch Competition is a virtual event where finalists showcase their business ideas.

All student ideas will be reviewed by a panel of judges. Judges will select the top 6 teams who will be invited to pitch at a live, virtual event in January/ May.

All participating teachers and students will be invited to watch the live pitches and can cheer on their classmates/ school. The event will be hosted after school hours.



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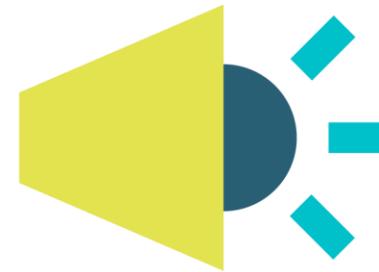


# Get Started!

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Interested teachers can register for this opportunity [\*\*HERE\*\*](#).

Please note that JA staff will reach out to teachers to confirm participation and provide resources.



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