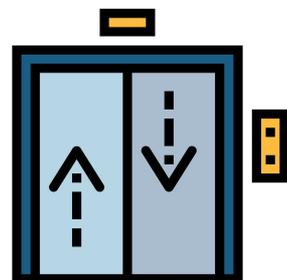


OPTIONAL ACTIVITY No. 1

ELEVATOR PITCH



Imagine you are in an elevator with a **potential investor for your business**. This is **your chance to present** your business to him or her, but **your time is limited!**

Film yourself (or write a speech if you don't have access to a camera-phone) presenting your business to potential investors (or maybe to your family members at home!) in **just 1 minute!** Remember: be **clear** and be **convincing**.

To be truly convincing, think about answering these questions:

- **What** is your product? Remember, not everyone may be familiar with it yet!
- Is the product **in demand**, is it **desired**, and is it **attractive**? If so, don't forget to explain **why!**
- How can your product **benefit** or **help** your audience? Does it satisfy any **needs** they have?
- How is your product **better** than that of your **competitors**?

You can do this activity for the product or service of your **existing school business**, OR **choose any object** you have available and imagine this is what you want to convince your audience to invest in!

You can practice as many times as you need and try this activity again with different objects! The idea is to become more convincing and confident every time.

THIS ACTIVITY WILL HELP YOU DEVELOP:

Communication Skills
Critical Thinking Skills



The School Enterprise Challenge is still running in 2020, and registrations remain open. Because we are adapting the programme in the context of the COVID-19 pandemic, submission deadlines for schools will be more flexible. Our overall mission is to continue supporting teachers around the world to deliver a relevant education to their students by providing new educational content and advice on a regular basis.

We advise all our participants to follow [WHO guidance](#) in response to COVID-19.

