

Pre-PITCH Lesson Plan – Message Map

Pitch Criteria

Problem-solving: Can you convince us that there is a problem that you are going to solve?

Innovation: Is your solution unique and creative?

Time limit: Can you use the whole three minutes in a compelling and productive manner?

Communication: Be quick, clever and convincing!

How viable is your solution? Could your idea actually be produced and go to Market?

Introduction

- Explain that today's topic will be to create a message map and pitch for their Market business
- Show the following video that explains a message map:
- <https://www.youtube.com/watch?v=phyU2BThK4Q>
- Review the pitch criteria with students

Lesson

- It is assumed that at the time of using this lesson, students have created a product or service for their Market in Entrepreneurship 110 course.
- Watch the video again. This time, pause after each section of the message map to allow students to develop their own message map for their product or service.
- Explain that a message map is the foundation of a pitch.
- Review the pitch criteria again.
- Using their message maps, students will create a pitch for their Market product or service using PowerPoint

Conclusion

- Have students volunteer to read their pitches.
- After students have had the opportunity to read their pitches, as a class brainstorm ways to make pitches stronger.