

Lesson Plan– CE-Oh!

Module 15: Investor Pitch and Business Model Canvas

Class Description	This is the fifteenth module in the CE-Oh! Be Your Own Boss series. Learners have created a solid vision of the type of business they would like to create and have covered nearly all of the topics relating to start-up and managing a business. In this module, we will create a business model canvas, elevator pitch, and a pitch deck for investors.
Objectives	<ul style="list-style-type: none">● Complete the business model canvas● Develop an elevator pitch● Develop a presentation for investors
National Entrepreneurship Standards Standards	A.22 Acquire capital resources needed for the venture I.18 Select sources of business loans
National Entrepreneurship Standards: Career Competencies Standards	
Common Career Technical Core Standards Overview Standards	BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision making in business.
Vocabulary	
Prior to Class	Learners will have participated in all previous modules of this course. Learners will have identified a viable business opportunity to creatively apply their learning to.
Links and Materials	Elevator Pitch Template and Example PDF Sample Investor Deck PDF
Delivery Method	Online
Duration	60 min

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Lesson 1: Business Model Canvas

Learners will be able to Will Be Able To (LWBAT): Complete their business model canvas

Activity: Module will guide the learner through the business model canvas template workbook provided in earlier module, explaining and describing the information the learner should include in each area of the template.

Activity: Learner will create a draft of the content for each area of the canvas.

Activity: Learner will share their completed canvas, review, and comment on the work of others.

Lesson 2: Elevator Pitch

LWBAT: Create a short elevator pitch using a template

Activity: The learner will be presented with a template and sample elevator pitch.

Activity: The learner will complete an elevator pitch for their business concept.

Activity: Learner will share their completed elevator pitch as well as review, and comment on the work of others.

Lesson 3: Investor Pitch

LWBAT: Create a investor pitch deck

Activity: Learner will be presented with the purpose of an investor deck as well as a sample deck.

Activity: Learner will create an investor deck for their business.

Activity: Learner will share their completed investor pitch as well as review, and comment on the work of others.