

LESSON TITLE	Elevator Pitch
Class Objectives	Students learn the application of business English for idea presentation and how to translate ideas into business terminologies.
Learning Outcomes	Preparing and Presenting an Elevator Pitch
Duration	3 hours
Student Level	A2 - B2
Medium of Instruction	Physical or Online

ENGAGE

Have the students think of a product they cannot live without. There is no limit to the concept of this product. It may be anything they can think of. With a partner, have the students answer these questions:

1. What's this product? What makes this special?
2. What do you think would happen if this product was discontinued?
3. What are some changes you would like to make about this product?
4. What would make you purchase this product?

Have the students go on their phones and look for advertisements or marketing materials of their product, and have them share these with their partners. The partners are then to write down some ideas or concepts that make this product special. Take important key concepts from the students and write them down on the board for further discussion.

STUDY

Now that the students are able to share their ideas, distribute the vocabulary list below to the students. This will serve as a guide throughout the class session, and the teacher is encouraged to use these words to help the students understand the meanings. There is no need to go over the list one by one.

Effective Business Presentations

In preparation for the activity, go over some tips and guidelines on how to conduct an effective business proposal pitch. Here are some websites that can help you create your discussion.

- <https://www.forbes.com/sites/allbusiness/2013/11/04/9-tips-for-more-powerful-business-presentation/#150026fd3089>
- <https://visme.co/blog/business-presentation/>

It is best for the students to come up with their own techniques in pitch delivery so that they are comfortable with the way they deliver their material. The most important aspect of public speaking is that the students are able to find a comfortable method of delivery. Emphasize that there is no right or wrong way to deliver a pitch; there are only different ways to do it.

ACTIVATE

The students are now tasked to do an elevator pitch. An elevator speech is a persuasive form of public speaking that tests the students' creativity and idea formation. An elevator pitch is a quick introduction to a business idea that is no longer than 1 to 2 minutes. The pitch should contain the following elements:

1. Who are you? (credibility and endorsement)
2. What is the business about?
3. What will set it apart from competitors?
4. A call-to-action (What will happen next?)

Allow the students around 20 minutes to craft their elevator pitch while guiding them throughout the process. After they have accomplished writing down their pitch, have them deliver their ideas in front of the class. In this activity, the other students serve as the board members. Have the other students write down questions, insights, or constructive criticisms. After each student, review the student's pitch and talk about ways to improve.

Synthesis

Conclude the class by asking the students for some tips and tricks they should remember when preparing a business pitch. Go over these ideas and emphasize ones that would be helpful to the students.

Vocabulary List	Meaning
Advertisement	
Social Media	
Contract	
Proposal	
Comprehensive	
Import	
Export	
Deliverables	
Minutes of the Meeting	
Graph	
Chart	
Forecast	
Human Resources	
Public Relations	
Stakeholders	
Investors	
Feedback	
Monitor	
Innovative	
Novelty	