

# Learning Activities

## Learning Activity 1

Practice your Pitch!

Students have to practice their pitch, just presenting the business idea that they already have or that they would like to explore. In this activity, with a maximum duration of 3 minutes, students will have to:

1. Characterize the problem/need/gap in the market they have identified
2. Propose a solution
3. Explain how their idea can be a business opportunity (opportunity assessment)

This pitch would be recorded on video (autoscopy), so that the student has the possibility to review his/her presentation and identify improvement possibilities in his/her speech. Additionally, this pitch would be evaluated by peers (rest of the class), who identify the aspects they liked best and suggest aspects in which their peers could improve.

Answers:

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## Learning Activity 2

Consider the case study regarding Pitching. Give the following guidelines to the students:

- 1) View the case study (to continue using it as class material),
- 2) Identify three key ideas (the three most relevant points addressed by the actor in each video) to discuss in class with colleagues; and
- 3) Prepare a video case study on that theme themselves: they can be the protagonists themselves, as professionals already working in the field, or they can identify a CCI entrepreneur and "interview" him/her. The maximum length of the video can be slightly longer, about 5 minutes for example.

In this way, we present the trainees as co-creators of the course materials themselves since these video case studies produced by them can be made available to their colleagues.

Answers:

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