

Learning Activities



Learning Activity 1

Do your first Pitch!

Students have to make a first pitch, just presenting a business idea they would like to explore. In this activity, with a maximum duration of 3 minutes, students will have to:

- 1. Characterise 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.



Learning Activity 2

Consider the case study regarding Pitching. Advise the students to write an essay debating the topics addressed and justify their opinion with the support of scientific literature.

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