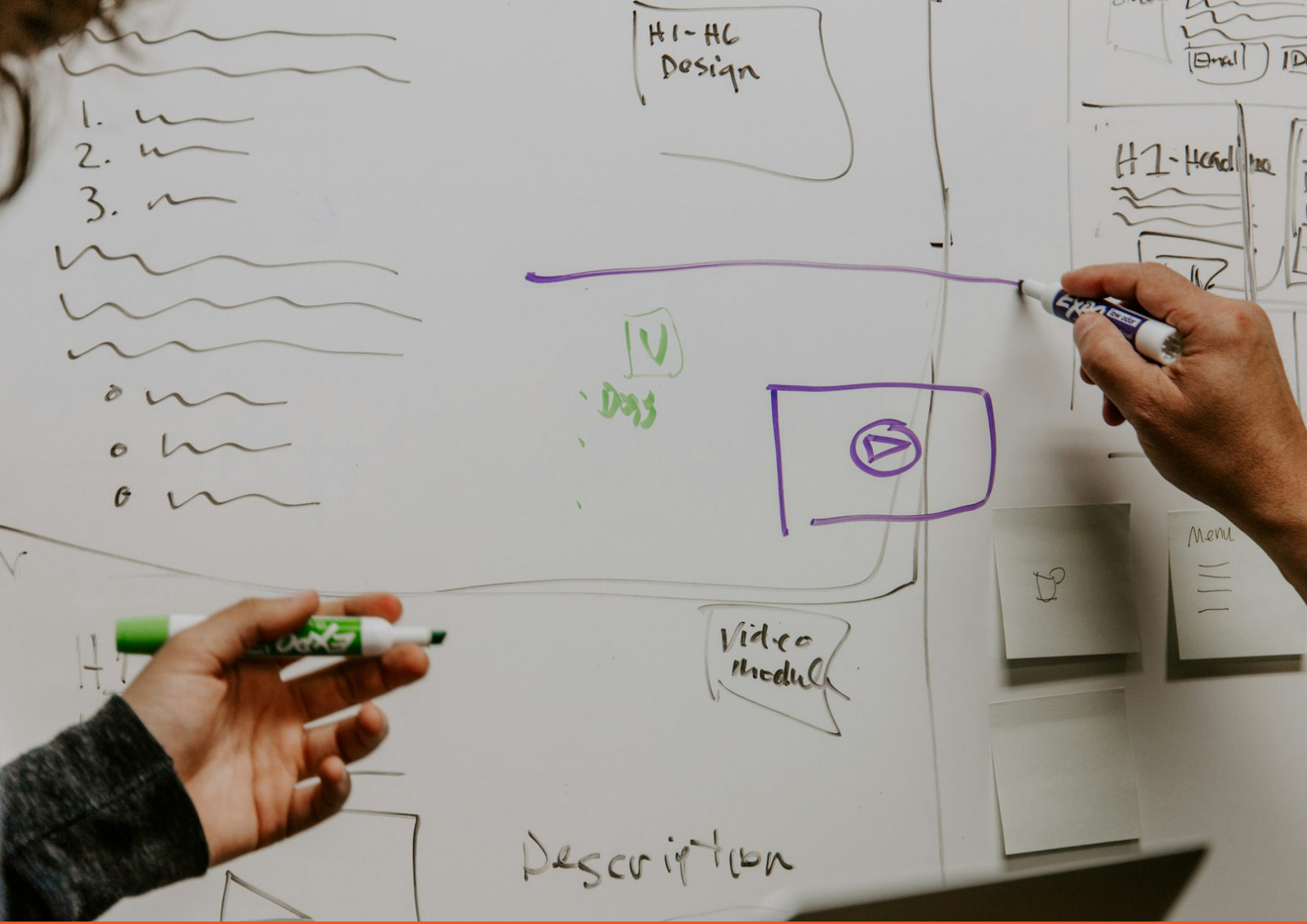




EduTrend Contents

W4C · ECONOMICS & BUSINESS STUDIES · HIGH SCHOOL

Start-up Pitch

Build a business model and find the break-even point

Ages 15–18

Level: Advanced

2 × 60 minutes

Teams of 3

Activity 05

Inside: activity at a glance · step-by-step session plan · facilitator notes · 3 student worksheets · assessment checklist

ACTIVITY 05 · AT A GLANCE

Start-up Pitch

Teams identify a customer problem, develop a solution and map it on a business model canvas. They research customers with a short survey, estimate fixed and variable costs, calculate the break-even point, consider risks and ethics, and pitch to a panel.

Learning outcomes

By the end of the session students can:

- identify a customer problem and value proposition;
- complete a business model canvas;
- calculate contribution and break-even output;
- pitch a business idea persuasively and respond to questions.

KEY WORDS

entrepreneurship · value proposition · business model canvas · fixed cost · variable cost · contribution · break-even · pitch

CURRICULUM LINKS

Business studies: enterprise, finance and marketing. Maths: linear equations and graphs. Voluntary National Content Standards in Economics, standard 14.

1**NEED**

What do people want?

2**CHOOSE**

Scarcity and choice

3**PLAN**

Costs and prices

4**TRADE**

Buy and sell

5**MEASURE**

Count the results

6**REVIEW**

What would we change?

Materials (per team)

- Business model canvas template
- Survey template
- Cost estimate sheet
- Calculators or spreadsheet
- Pitch template
- Worksheets 1, 2 and 3

Before the session

- Print large canvases.
- Prepare a worked break-even example.
- Arrange a panel of staff or local business people for session 2.
- Agree rules for surveying other students.

SAFETY

Surveys are anonymous and voluntary. No real money is collected.

ACTIVITY 05 · SESSION PLAN

Step by step

Session 1 covers problem, canvas and survey. Session 2 covers finance, break-even and the pitch.

Time	What happens	Say or ask
S1 0–15 min Problem	Teams list problems people their age face and choose one.	<i>"Who has this problem, and how often?"</i>
S1 15–40 min Canvas	Teams complete the business model canvas.	<i>"Why would customers choose you?"</i>
S1 40–60 min Survey	Teams survey 10 students to test demand.	<i>"What did customers actually say?"</i>
S2 0–25 min Finance	Teams estimate costs and calculate break-even.	<i>"How many must you sell to cover fixed costs?"</i>
S2 25–60 min Pitch	Teams pitch for 3 minutes and answer panel questions.	<i>"What is your biggest risk?"</i>

CHALLENGE CARD (print or copy onto the board)

Pitch a start-up idea with a completed business model canvas, customer evidence and a break-even calculation.

ACTIVITY 05 · FACILITATOR NOTES

The economics in brief

A business model describes how an organisation creates, delivers and captures value. The business model canvas summarises key elements: customers, value proposition, channels, relationships, revenue, resources, activities, partners and costs.

Fixed costs do not change with output; variable costs do. Contribution per unit is price minus variable cost per unit. Break-even output is fixed costs divided by contribution per unit. Beyond this point each sale adds profit.

Common ideas to listen for

- “A great idea guarantees success.” Customers, costs and execution matter.
- “Break-even means the business is making money.” It means revenue just covers costs.
- “Asking friends if they like the idea is research.” Good research tests real behaviour and needs.

Adapting the activity

Support

Provide a partly completed canvas and a break-even calculation template.

Stretch

Draw a break-even chart and calculate the margin of safety at a forecast sales level.

WORKSHEET 1

Business model canvas

Name: _____

Class: _____ Date: _____

Summarise your business.

Canvas

Element	Our answer
Customer segments	
Value proposition	
Channels	
Revenue streams	
Key activities	
Key costs	

WORKSHEET 2

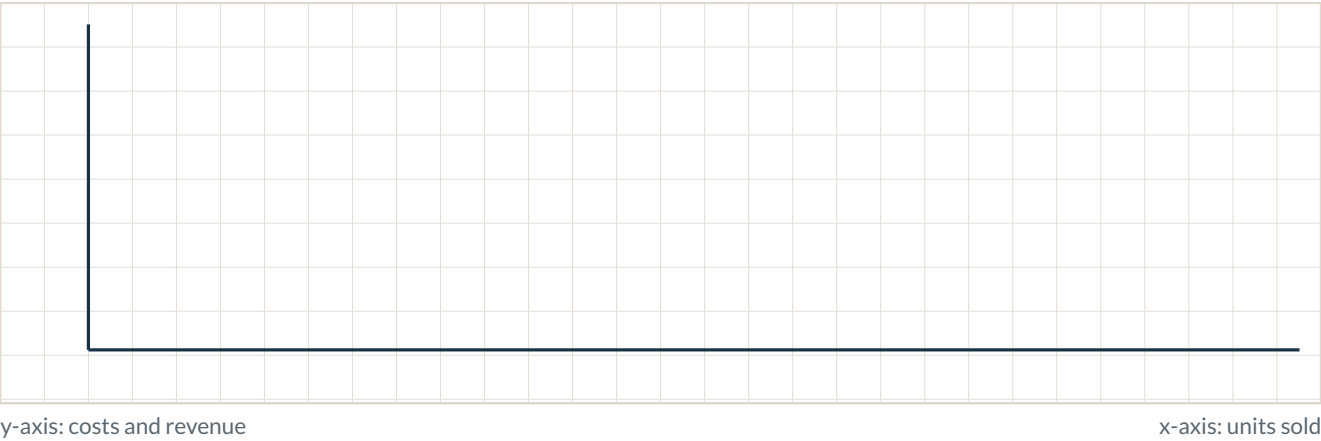
Break-even

Calculate your break-even point.

Figures

Item	Value
Fixed costs	
Price per unit	
Variable cost per unit	
Contribution per unit	
Break-even output	

Break-even chart



WORKSHEET 3

Pitch and reflection

Prepare and evaluate.

Our 30-second summary

Biggest risk and how we would reduce it

Panel feedback and our response

FOR THE TEACHER

Assessment checklist

Use during the session. One sheet covers up to eight students; copy as needed.

Student	Defines value proposition	Calculates break-even accurately	Pitches and responds to questions

Suggested codes: W = working towards · E = expected · G = greater depth

ABOUT THIS ACTIVITY

Start-up Pitch is a sample activity from the EduTrend Contents W4C Economics & Business Studies programme (high school, level: advanced). Every activity in the programme follows the same format: a practical challenge, a clear session plan, facilitator notes and ready-to-print worksheets, so that teachers, club leaders and parents can run it without extra preparation.

Full 15-, 20- and 32-week programmes are available from EduStore at edutrend.org.

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