

Introduction

PROGRAM QUESTION	What is an Entrepreneur?
UNIT	Career Choices - Entrepreneurship
TIMELINE	20 minutes

LEARNING OBJECTIVES

- To understand what an Entrepreneur is
- To understand the skill set that entrepreneurs demonstrate
- To learn about the different kinds of entrepreneurs

CONTENT

Introduce the topic and guide students through the answer of what an entrepreneur is. Follow through to the ice breaker of "Can you be Inventive?" Have students reflect individually and discuss as a class. Show the class examples on the slides of the different inventions

Discuss the lists of entrepreneurial skills together and discuss

Watch the webinar series highlight video "How to become a digital entrepreneur in high school"

Activity to follow

ACTIVITY

ACTIVITY	Elevator Pitch
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TIMELINE	20-30 mins	
MATERIALS	• tech when needed • Or paper and pencil to write the pitch	
1 Go through the slides together, discussing concepts	2 Watch the webinar highlight series	3 Students are tasked with the activity of an elevator pitch
RESOURCES / NOTES •		
CHALLENGE Recall the idea that you brainstormed during the ice breaker (or choose from the ideas provided) You will develop a business plan and prepare for an elevator pitch An elevator pitch is a quick explanation of your idea and why someone should be interested in it It should be short enough for someone to hear while meeting you in an elevator Imagine that you run into a famous investor in an elevator and you only have one minute to tell them about your amazing idea and why they should support you! Assume you already have built a prototype Students then brainstorm their ideas using the guiding questions on the brainstorm slide, following the guidelines on the how to present your pitch slides		