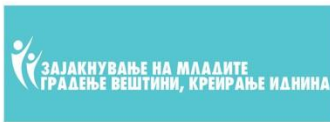




Финансирано
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Methodology, p. 2 Social Entrepreneurship Program

It encourages participants to address social challenges through innovative 5iznis solutions.

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Introduction to the program

Social entrepreneurship is more than just running a business – it is creating positive change in society through innovative solutions to significant social problems. In this program, participants will learn how to identify and analyze community problems, how to generate innovative ideas, and how to develop a social business that is not only financially sustainable, but also creates real social impact.

The program is intended for young people, entrepreneurs, students and professionals who want to apply their ideas in a real context and create social businesses with concrete solutions. Using various tools and methods, the program will guide participants through the entire process – from understanding the problems to developing a clear and attractive business concept.

The program is structured around five key tools that enable participants to explore problems, develop ideas, refine them, test them, and present them to stakeholders. Each tool is carefully designed to assist in different stages of creating a social business.

In the following, all tools and how they should be used within the program will be explained in detail.

Defining and analyzing the problem: "Problem tree"

Before we start creating solutions, it is important to understand the problem we want to solve. Sometimes, visible problems are just surface symptoms, while the real reasons are deeper and more complex.

The tool "Tree" to the problem is one of the best methods for in-depth research into social problems. It allows participants to identify the main reason about the problem, its consequences and the factors that cause it. This helps them understand which aspects of the problem can be solved and avoid developing solutions that do not address the root of the problem.

This tool is best used at the beginning of the program, when participants are researching the topic and looking for areas where their social business can have the greatest impact.

Generating ideas: "Ideation"

Once the problem is clearly defined, the next step is to generate ideas to solve it. Ideation is a process that encourages creative thinking and inspires innovative solutions.

This tool guides participants through a process of "brainstorming, where creation is encouraged a large number of ideas, no matter how "weird" or "impossible" at first glance. Later, the ideas are organized into categories according to their innovation and feasibility.

"Ideation" is used after problem analysis and is great for teamwork and collaboration, as it combines different perspectives and approaches to solving the problem.

Improving ideas: SCAMPER technique

Many successful innovations are not entirely new ideas, but rather improved versions of existing concepts. This is the basis of the SCAMPER technique –transformation method and improving ideas.

SCAMPER consists of seven strategies to improve the idea:

- ✔ Substitute – Can we replace an element with a better one?
- ✔ Combine – Can we combine two ideas into one?
- ✔ Adapt – How can we adapt the idea to new conditions?
- ✔ Modify – Can we change the idea to make it better?
- ✔ Put to another use – Can this idea be applied to another problem?
- ✔ Eliminate – What can we remove to make it more efficient?
- ✔ Reverse – How can we change the structure or perspective?

SCAMPER is used after the ideation process, to improve the selected ideas and make them more concrete and sustainable.

Presenting the idea: Elevator Pitch

Even the best idea is worthless if we don't know how to communicate it. Elevator Pitch is a technique for short, concise and convincing presentation of the idea.

Within the program, participants will learn:

- ✔ How to present their idea in 30-60 seconds.
- ✔ How to keep the listener's attention.
- ✔ How to highlight the key values of their idea.

Elevator Pitch is a great method for self-confidence, communication skills and preparation for investors or partners.

Visual Presentation: Pitch Deck

For more detailed presentations, participants will learn how to develop a Pitch Deck— a series of slides presenting their business idea.

Pitch Deck includes the following elements:

- ✔ Problem and solution.
- ✔ Market opportunity.
- ✔ Business model.
- ✔ Competition.
- ✔ Team and financial projections.

Through Pitch Deck, participants will create a professional presentation that can be used in front of investors, organizations and other stakeholders.

How, where and when to use the program?

The program is flexible and can be used in different contexts:

- ✔ In classrooms and training centers as part of educational programs.
- ✔ In incubators and start-up programs for the development of social businesses.
- ✔ In workshops for young entrepreneurs or NGOs.

The program can be used sequentially (step by step) or modular, depending on the needs of the participants.

This program guides participants from the initial problem identification to the final presentation of their idea. By using these tools, they will gain specific skills for creative thinking, entrepreneurship and communication— key factors for success in any business. 🚀



Problem Tree: Defining and Analyzing a Problem

The methodology "Problem Tree" helps students to think analytically, recognize deep causes of problems, and identify areas where their business can make a difference.

What is a "Problem Tree"?

In social entrepreneurship, a key step in creating sustainable solutions is a thorough understanding of the problem we want to solve. The "Problem Tree" is a visual and structured method that helps students identify the real causes of problems, rather than focusing only on their symptoms.

Often, the problems we notice are only surface effects, while their roots may be deeper and hidden. This tool allows students to:

- ✔ To break down the problem into its root causes.
- ✔ To recognize how the problem affects different segments of society.
- ✔ Identify areas where their business or initiative can make a positive change.

What does the structure of the "Problem Tree" look like?

◆ Top of the Tree (Leaves and Fruits) → Consequences

These are the negative effects we notice in everyday life – specific problems that arise from deeper causes.

◆ Tree (The main problem)

This is the central phenomenon what is being analyzed – the problem that needs to be solved.

◆ Roots (Root Causes)

These are the main factors causing the problem. Without addressing them, the problem will continue to exist.

Steps for working with students

1. Introduction to the topic (20 minutes)

At the beginning, students will be introduced to the concept of the "Problem Tree" through a brief discussion. It will be explained to them that Social problems often have multiple layers and cannot be resolved by simple interventions.



Tip:

- Explain why it is important to recognize the causes, not just the symptoms.
 - Use a real-world example (e.g. the problem of youth unemployment).
-

2. Defining the problem (15 minutes)

Students choose one specific problem they want to analyze. This could be an environmental, social, economic or other type of problem relevant to their community.



Example:

Problem: High percentage of youth unemployment.

3. Consideration of consequences (20 minutes)

Next, students should think about What consequences does this problem have on society?.



Example of consequences of youth unemployment:

- Economic instability among young people.
- Increase in emigration abroad.
- Reduced motivation for educational or professional engagements.




Why is this important?


Through this exercise, students will learn that every problem creates wider effects, which can have a negative impact on the community.

4. Identifying the causes (20-30 minutes)

Now the students need to dig deeper– to think about what causes these problems. The reasons are the roots on the tree and can be multi-layered.

 Example of causes of youth unemployment:


- There are not enough opportunities for practical training in schools.
- Companies prefer experienced workers.
- Lack of programs to support youth entrepreneurship.


 Why is this important?


Through this activity, students learn that without addressing the roots, the problem will continue to exist, regardless of attempts to improve the consequences.

5. Connecting causes and effects (20 minutes)


Each student or group connects the roots of the problem and the consequences. This helps them see how each cause directly contributes to the creation of the problem.

 Example of connection:

 **Bad connection:** "Companies don't hire young people → It's hard to find a job." (This is too general.)

 **Good networking:** "Companies don't hire young people because they don't have enough

practical experience → Unemployed youth are demotivated and have fewer career opportunities → A large number of them go abroad."

 Why is this important?

This step helps students to analyze the problem as a whole and start thinking about possible solutions.

6. Presentation and discussion (30 minutes)

Each team or student presents their "Problem Tree." The other students and the mentor provide feedback and discuss whether there are any deeper causes that can be added.


7. Defining potential solutions (30 minutes)

Now that students have a fully defined "Problem Tree", they should to begin to think about how their business or initiative can reduce these problems.

 Example of solutions for youth unemployment:

- Creating a training and internship program in partnership with companies.
- Opening a youth center to support start-ups and entrepreneurs.

- Creating a platform to connect youth with employers.

 Why is this important?

With this activity, students begin to see how social entrepreneurship can create solutions to community problems.

Reflection (15 minutes)

Finally, students reflect on what they learned from this activity.

 Questions for reflection:

- Have we discovered new causes of the problem that we had not previously noticed?
- How can we use this information to create sustainable solutions?
- What factors could influence the success of our solution?

"PROBLEM TREE"

Defining and analyzing a problem


Often, the problems we notice are only visible symptoms, while the real causes are hidden beneath the surface – like rotten apples on a tree whose roots are damaged.

This model, through a visual representation, helps you more easily discover the deep roots of the problem and connect them to the consequences that appear on the surface.



Ideation: Generating and selecting ideas


Ideation is not just a process of generating ideas – it is innovation and problem-solving strategy when combined creative thinking with structured analysis, the chances of success are significantly greater.

 Key message: The best business idea is not just creative, but also realistic and applicable– it must solve a real problem and have potential for development.

What is ideation?

Ideation is a process of generating and selecting ideas in order to find an innovative and applicable solution to a particular problem. This technique helps participants to think creatively, without limitations, and develop ideas that can be implemented as social or business solutions.

At this stage, the focus is not on immediately identifying the “perfect” idea, but on freely exploring the possibilities. The most important thing is to be free of limitations and judgment – all ideas are welcome.

 Why is it important?

- Encourages creative thinking and increases innovation.
- It helps to analyze different perspectives and to see new opportunities.
- Improves the ability to identification of truly applicable solutions.
- It is used as a bridge between problem analysis and the development of a sustainable solution.

What does the ideation process look like?

1. Generating ideas– Participants freely write ideas without any evaluation.
 2. Categorization– Sorting ideas according to their potential.
 3. Filtering and selection– Selection of the most relevant ideas that can be developed.
-


Steps for working with students

1. Introduction to the ideation process (15 minutes)

In this session, students will learn what the idea generation process means and why it is important to create a non-judgmental environment.

 Tip:


- Start by explaining that there are no “stupid” ideas at this stage – all ideas are welcome!
- Prepare examples for successful businesses who started by solving a specific problem.

 Example:


Companies like Airbnb and Uber didn't start as traditional businesses – they recognized a problem (expensive hotels, lack of accessible transportation) and developed solutions that transformed the market.

2. Generation of ideas (20 minutes)

Participants receive sticky notes or blank sheets and write down ideas freely on how to solve the problem they identified in the previous activity (“Problem Tree”).

 How is it implemented?

- Each student/group writes down as many ideas as possible (without limitation).
- They can work individually or in small groups, depending on the dynamics.
- No idea should be criticized – the goal is creative thinking without pressure.


 Example:

If the problem is “Youth Unemployment”, ideas could be:


- Free online courses for digital skills.
 - A network for connecting young people with local entrepreneurs.
 - Campaign to promote self-employment among youth.
-

3. Sorting ideas (15 minutes)


Once ideas are gathered, the next step is organizing and categorizing them. This is done with the ideation tool (table under resources) which divides ideas into four categories:


 Four categories for categorization of ideas:


1. Ordinary and impossible ("Forget them") –These ideas are neither innovative nor feasible at the moment.
2. Original, but impossible ("Save them for later") –Creative ideas that may not have immediate application, but could be useful in the future.
3. Ordinary, but possible ("Work on them") –Ideas that may not be very innovative, but are realistically achievable and can bring results.
4. Original and possible ("Stars") –These are the best ideas – innovative, applicable and with high potential for positive impact.

 How is it used?

- All ideas are put on a flipchart or board.
- Together with the students, you review the ideas and assign them to the appropriate categories.
- Encourage discussion – why is a certain idea possible or not?

 Example:

 Original and Possible ("Star") –"Creating an online platform that connects youth with local businesses for short-term work engagements."


 Ordinary and Impossible ("Forget Her") –"All young people should automatically get a job" from the state."

4. Final idea selection (20 minutes)

Now, students select the best ideas and they think about how they can to be realistically implemented.


 How is the selection made?

- Discussion: does the idea solve a problem?
- Is the idea realistically applicable?
- What resources are needed to make it happen?

 Important: If the idea does not solve a specific problem, it should be reconsidered and possibly adjusted.

5. Reflection (15 minutes)

At the end of the activity, it is important for students to reflect on what have learned and how they can apply it in practice.

 Reflection questions:

- Did your team have difficulty generating ideas?
- What criteria helped you choose the best idea?
- Has this technique helped you think more broadly and creatively?

Consumer profile

NORMAL

ORIGINAL

IMPOSSIBLE

Forget these ideas.

Save these ideas for later.

POSSIBLE


You can work with these ideas

These ideas are stars – they will make a difference



SCAMPER technique: Improving creativity and developing ideas

The SCAMPER method shows that Innovation doesn't have to start from scratch., but it can happen through modification and improvement of existing ideas.

 Key message: By using SCAMPER, even the simplest idea can become innovative and a real solution to a problem.

What is SCAMPER?

SCAMPER is a creativity-enhancing technique that helps students improve and modify their idea, rather than starting from scratch. This tool guides them through seven thinking strategies that can transform their initial idea into something more innovative, effective, and sustainable.

The SCAMPER method is based on the idea that all innovations are the result of improving something that already exists. – be it a product, service or process.

 Why is SCAMPER important?

- Encourages innovative thinking.
- It improves flexibility of ideas.
- It leads the team through structured process on modification.
- It enables new ways of looking at the problem and its solution.

How does SCAMPER work?

SCAMPER is an acronym for Seven Idea Improvement Techniques:

1. Substitute– Can we replace any part of the idea with something better?
2. Combine– Can we combine two ideas to create something new?
3. Adapt– How can we adapt the idea for different conditions?
4. Modify– Can we modify the idea to make it better?
5. Road to another use– Can the idea have a new function?
6. Eliminate– What can we remove to make the idea more effective?

7. Reverse– Can we change the structure or perspective to get a new result?

Steps for working with students

1. Introduction to the SCAMPER technique (15 minutes)


At the beginning, students will be introduced to the basic principles of SCAMPER and why this method is useful for improving ideas.


 Tip:

- Discuss how the best innovations didn't start from scratch, but were upgrading an existing idea.
- Prepare examples of companies that have used this technique (e.g. how Airbnb used the concept of home sharing).



Example:

 The iPhone is not the first mobile phone, but Apple made it modified (Modify) the traditional phone with a touch screen and an intuitive interface.

 Netflix is not the first company to offer movies, but they adapted (Adapt) online streaming instead of physical DVD rentals.

2. Selecting the initial idea (10 minutes)

Each student or group chooses their idea from the previous activity ("Ideation") that they want to improve.



Example:

If the idea is "A platform for connecting youth with companies for short-term work engagements," it will be the basis for applying the SCAMPER method.

3. Applying the SCAMPER technique (30 minutes)


Every student or group goes through SCAMPER's seven questions, adapting his initial idea.



How is it implemented?

- Students analyze them. Each one of the seven SCAMPER steps.
- They ask questions about it. How their idea can to transform with using SCAMPER.

- They write down the modifications in their notebook or on a flipchart.

 Example of a SCAMPER analysis of a youth employment platform:


1. Substitute– Can we replace traditional application methods with a quick video interview format?
2. Combine– Can we combine the platform with online interview preparation courses?
3. Adapt– How can this platform be useful for employers, not just for young people?
4. Modify– Can we add a “mentoring” program that will help young people improve their skills?
5. Road to another use– Can this also be used for freelancers, not just for regular job positions?
6. Eliminate– Are there any complex processes that could be simplified?
7. Reverse– What if instead of companies, young people create profiles themselves and companies apply for them?

4. Selection of the improved version of the idea (15 minutes)

After completing the SCAMPER analysis, students compare their modified ideas and choose that the most innovative and realistic version.

 Selection questions:

- Which SCAMPER method made the biggest difference in the idea?
- Is the new version of the idea better than the original?
- Is it realistically achievable?

 Example of a final version of the idea:

"We will develop a platform for young people that not only connects them with employers, but also offers them online interview preparation courses and the opportunity for mentorship from experienced professionals."

5. Presentation and discussion (20 minutes)


Each team or individual presents the improved ideas. The other students and the mentor provide feedback.

 Tip:

- Allow room for discussion – did SCAMPER help improve the idea?
 - Are the new ideas more creative and useful than the original ones?
-

6. Reflection (10 minutes)

At the end of the activity, it is important for students to reflect on what they have learned and how they can use the SCAMPER method in the future.

 Reflection questions:

- What part of the SCAMPER method was most useful to you?
- Has your original idea improved significantly?
- How can SCAMPER help you develop future business ideas?

Elevator Pitch: Convincingly Presenting a Business Idea

An Elevator Pitch is an essential tool for every entrepreneur – whether you're presenting your idea to investors, potential clients, or partners, it's important to be able to communicate your vision clearly, concisely, and convincingly.



Key message:

Good Elevator Pitch can open doors to opportunities you didn't expect – therefore, every entrepreneur should be prepared at any time and in any place to present your idea in the right way.

What is an Elevator Pitch?

An Elevator Pitch is a short, concise, and persuasive presentation of a business idea that can be delivered in 30-60 seconds, or during a single "elevator ride" – hence the name of this technique.

The purpose of Elevator Pitch is to hold the listener's attention, capture the essence of the idea, and stimulate interest with potential partners, investors or customers.



Why is it important?

- Helps in clearly and effectively communicating the business concept.
- It increases self-confidence the entrepreneur when presenting the idea.
- It helps to attract interest and support from stakeholders (investors, partners, customers, mentors).

Structure of a Successful Elevator Pitch

A good Elevator Pitch should answer the following key questions:

1. Who/What are you doing?*(Introduction and the essence of the idea)*
2. What kind of problem solves your business?*(Why is it important?)*
3. Which is your solution?*(How do you solve the problem?)*
4. Why is it unique?*(What sets you apart from the competition?)*
5. Who is the next step?*(What are you looking for from the interlocutor? Investment, partnership, cooperation?)*

S

SUBSTITUTE

REPLACE

What elements of the idea can be replaced to create a new opportunity?

C

COMBINE

COMBINE

Can two existing ideas be combined to create a new one?

A

ADAPT

ADJUSTMENT
S

Can an existing idea be adapted to a new situation?

M

MODIFY

CHANGES

Can the idea be modified to create something new or improve it?

P

PUT TO ANOTHER
USE

REDESIGNED

Can the same idea be used for other purposes?

Yes

ELIMINATE

ELIMINATE

Are there elements of the idea that can be eliminated?

R

REARRANGE

REORGANIZ
E

Can the order of the components of the idea be rearranged?



Tip:

Elevator Pitch should be clear, simple and attractive— don't use complex terms and don't explain unnecessary details.

Steps for working with students

1. Introduction to Elevator Pitch (15 minutes)

In this session, students will learn what is an Elevator Pitch and why is it important?.



Tip:

- Start with a brief explanation of why successful entrepreneurs must be ready to present their idea at any time.
- Discuss real-world examples – how famous startups (Facebook, Airbnb, Tesla) presented their concept.



Example:

If Elon Musk were to make an Elevator Pitch for Tesla, it might sound like this:

"Tesla creates revolutionary electric cars that enable a clean and sustainable future without dependence on fossil fuels. Our batteries have the longest range on the market, and our network of Superchargers provides fast charging anywhere. In the next 5 years, we aim to make our vehicles widely available to all customers. Are you ready to invest in the future of transportation?"

2. Creating your own Elevator Pitch (30 minutes)

Students will work on developing your Elevator Pitch following the given structure.



How is it implemented?

1. Each student/group fills out the following template for their idea:
 - "My company/product/service" is..."
 - "It solves the following need/problem..."
 - "In what way? "Does it solve the problem?"
 - "What? "What makes this idea unique?"
 - "What am I looking for/expecting? "from the interlocutor?"
2. Once they have defined these points, they should compose it the full text on his Elevator Pitch.




Example:

"Our platform 'Skill Up' connects young people with companies offering paid internships. More than 60% of young graduates

have difficulty finding their first job because they lack practical experience. Skill IUp solves this problem by giving students direct access to companies looking for talented interns. In the next 6 months, we plan to connect 500 students with companies and establish partnerships with the largest employers. Would you be interested in supporting this initiative?

3. Pitch Improvement Exercise (20 minutes)

After creating their initial Pitch, students will receive feedback from the group and the mentor to improve their performance.

 How is it implemented?


- Each student/team presents their Elevator Pitch to the others.
- The remaining students provide feedback according to the following criteria:
 - Is it clear and concise?
 - Does it attract attention?
 - Does it solve a clear problem?
 - Is there a call to action?

 Tip:

- Sometimes it takes multiple attempts to get to the perfect version – therefore, it is important for students to test, improve, and re-present their Pitch.
 - Encourage them to add emotions and enthusiasm when presenting – good presentation is just as important as the content.
-

4. Final presentation (15 minutes)


Each student/group presents their final version on Elevator Pitch.

 How is the best Pitch chosen?

- The group votes for the best, clearest and most inspiring Elevator Pitch.
 - Discussion about it. What makes a presentation successful?.
-

5. Reflection (10 minutes)

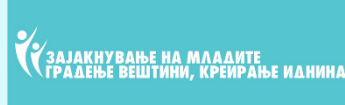
After completing the activity, students reflect on it what did they learn and how they can use Elevator Pitch in real-world situations.

 Questions for reflection:

- Was it difficult to shorten the presentation to 30-60 seconds?
- What were the biggest challenges in creating Pitch?
- How will you use it in the future – will you present it to investors, partners or potential clients?



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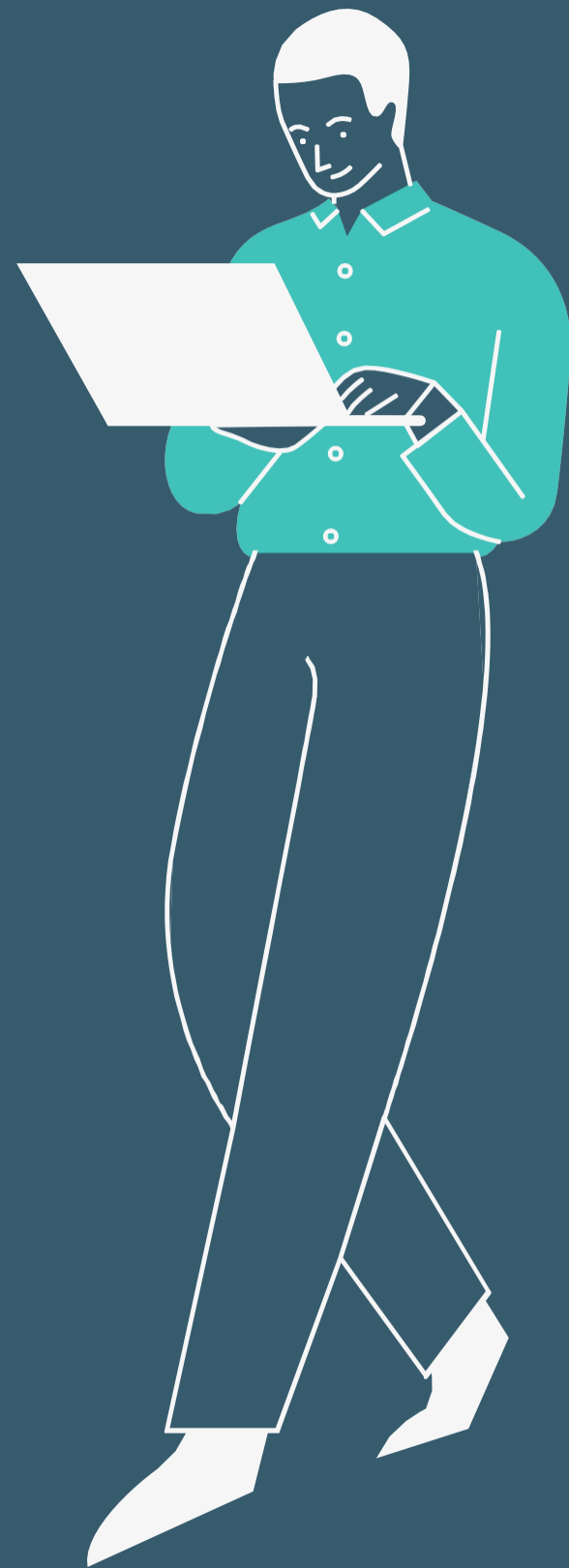
Асоцијација на мали и средни
претпријатија на Македонија



"Elevator Pitch"


A brief and clear presentation of an idea.





WHAT IS AN ELEVATOR PITCH?

An Elevator Pitch is a short, concise, and persuasive presentation of a business idea that can be delivered in 30-60 seconds, or during a single "elevator ride" – hence the name of this technique.



The goal of an Elevator Pitch is to hold the listener's attention, capture the essence of the idea, and spark interest among

WHY IS IT IMPORTANT?

01

It helps in clearly and effectively communicating the business concept.

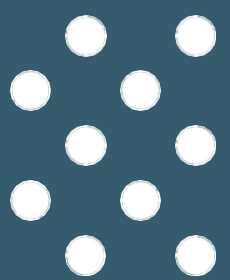
02

It increases the entrepreneur's confidence when presenting the idea.



03

It helps to attract interest and support from stakeholders (investors, partners, customers, mentors).



STRUCTURE OF A SUCCESSFUL ELEVATOR PITCH



1

Who are you and what do you do?

(Introduction and the essence of the idea)

2

What problem does your business solve?

(Why is it important?)

What is your solution?

(How do you solve the problem?)

3

Why is it unique?

(What sets you apart from the competition?)

5

What is the next step?

(What are you looking for from the interlocutor?)

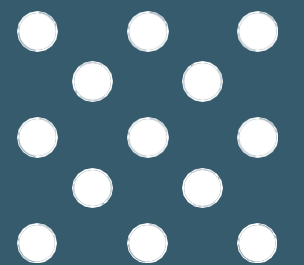


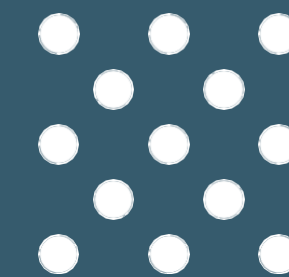
An Elevator Pitch should be clear, simple, and engaging – don't use complex terms or explain unnecessary details.



How long should it last?

In the industry, a generally accepted rule of thumb is that the first 30 seconds are crucial to creating a strong and successful first impression.



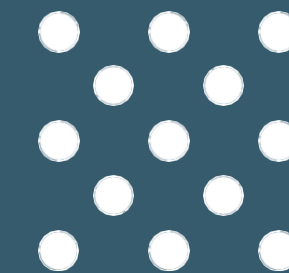


The first 8 seconds are the moment when you need to “hook” your audience – it’s the time you have to arouse their curiosity, attract them and keep their attention. As the Harvard Business Review says, “These first 8 seconds are crucial,” because it is in this short period of time that we most often manage to keep the audience’s full concentration, before it naturally begins to wane.



Furthermore, it is important to answer a few key questions about your audience. In her book, "Steve Jobs' Presentation Secrets - How to Be Amazingly Good in Front of Any Audience," Carmine Gallo elaborates on the perfect elevator pitch and recommends that every presenter have one ready. one-sentence answer to the following four questions:

- DWhat are you doing?
- IDWhat problem are you solving?
- IDHow are you different from others?
- IDWhy would anyone care about this?



EXAMPLE

As an example, here's what the winning elevator pitch that Gallo prepared for an interpreting company (here named XYZ) in Monterey, California looked like:

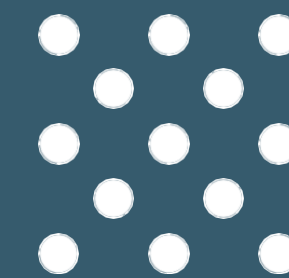
XYZ company...

□ is the world's largest provider of telephone interpretation services for companies that want to communicate with non-English speaking customers (which it does).

□ Every twenty-three seconds, a person who does not speak English (the problem) enters this country.

□ When that person calls a hospital, bank, insurance company, or 911, there will most likely be our interpreter on the other end (how this service is different).

□ We help you communicate with your clients, patients or potential buyers in 150 languages (why it should matter to you).



EXAMPLE

- What are we doing?

At Ampersand, we help people learn useful skills that aren't taught in school.

- What problem are we solving?

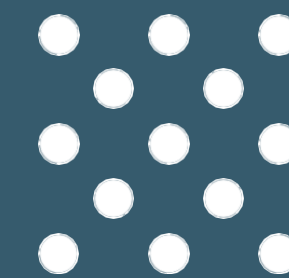
Many young people and adults have nowhere to learn how to start a business, how to develop professionally, or simply – how to navigate the real world.

- How are we different?

We don't give boring lectures – we learn through practical examples, interactive workshops, and real-life situations.

- Why should it matter to you?

If you want to learn something that will really benefit you in your life or career – we are here to help you.



EXAMPLE

Here is an elevator pitch I would use if I were presenting to a potential investor for AMPERSAND:

□ What are we doing?

We create educational programs that teach youth and professionals practical skills not taught in schools – from entrepreneurship to personal development.

□ What problem are we solving?

The education system is not preparing people for the real world. Many young people don't know how to start a business, find a job, or develop key skills for success.

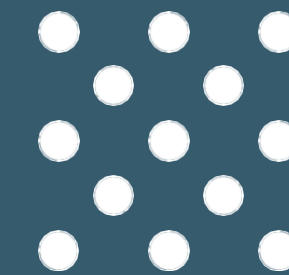
□ How are we different?

We don't offer ordinary courses – we create interactive, practical programs with real-world examples and mentoring that bring real results.

□ Why should you invest?

The demand for this kind of education is growing, and we already have successful programs, partners, and proven impact. With your support, we can expand this to more people and markets.

We have a clear vision and growth strategy – and you can be part of this change.



EXAMPLE

Here's an example of an elevator pitch for a business that offers local organic products (for example, a small farm or a brand that sells homegrown food):

□ What are we doing?

We produce fresh, organic products directly from our farm to your table.

□ What problem are we solving?

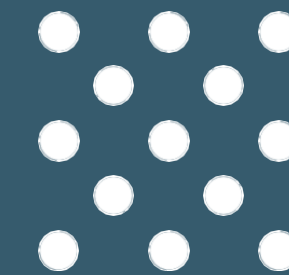
It's difficult to find truly fresh and natural food in stores without additives and chemicals.

□ How are we different?

All of our products are grown locally, pesticide-free, using natural methods and delivered fresh to your door.

□ Why should it matter to you?

If healthy eating is important to you and you want to know where the food you eat comes from, we are your safe choice.



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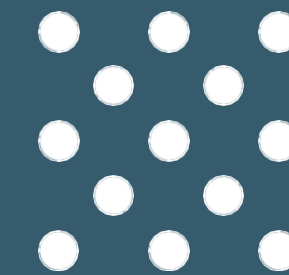
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EXAMPLE

Here's an example of an elevator pitch for a business developing a mobile app for mental health:

□ What are we doing?

We are developing a mobile app that helps people improve their mental health through stress reduction exercises, guided meditations, and emotional stability tools.

□ What problem are we solving?

People are increasingly facing stress and anxiety, but many do not have access to professional support or do not know how to deal with it on their own.

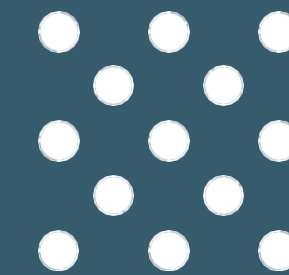
□ How are we different?

Our app combines artificial intelligence for personalized recommendations, interactive tools, and scientifically proven psychological techniques.

□ Why should you invest?

The mental health market is expanding, and our app is already seeing positive results and engaged users. With your support, we can scale it and reach millions of users worldwide.

You are investing in something that is not only profitable, but also makes a positive difference in people's lives.



EXAMPLE

Elevator Pitch for a Platform for Local Artisans

(Introduction and the essence of the idea) – Who are you and what do you do?

I'm [name] and I founded [platform name], an online platform that connects local artisans with customers looking for quality, handmade products.

(Why is it important?) – What problem does your business solve?

Small artisans often do not have access to online sales channels, and customers looking for unique, authentic products do not know where to find them.

(How do you solve the problem?) – What is your solution?

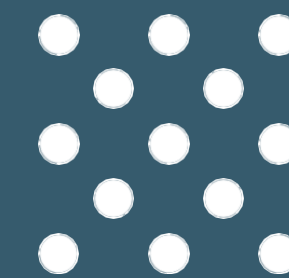
We have created a platform where artisans can display and sell their products without complicated procedures, and buyers can easily find and purchase unique handmade items.

(What sets you apart from the competition?) – Why is it unique?

Unlike mass platforms, we focus on local artists and artisans, help them with marketing and logistics, and offer them fair sales conditions.

(What are you looking for from the interlocutor?) – What is the next step?

We are currently looking for an investor/partnership to expand the platform and increase our reach to more artisans and markets. I would love to discuss how we can collaborate together.




EXAMPLE



"Our platform SkillUp connects young people with companies offering paid internships. More than 60% of young graduates have difficulty finding their first job because they lack practical experience. SkillUp solves this problem by providing students with direct access to companies looking for talented interns. In the next 6 months, we plan to connect 500 students with companies and establish partnerships with major employers. Would you be interested in supporting this initiative?"

Pitch Deck: Visual presentation of the business idea

Pitch Deck is powerful tool for presenting business ideas— a good Pitch Deck can convince investors, partners, and customers that your idea has potential.

 Key message: The Successful Pitch Deck tells your story in a visually attractive and compelling way.

What is a Pitch Deck?

Pitch Deck is visual presentation of the business idea used to communicate with investors, partners, customers, or other stakeholders. It is a slide presentation that tells the story of a business in a clear, logical, and engaging way.


While Elevator Pitch Is short verbal review, Pitch Deck is detailed presentation of the idea who uses visual elements for better understanding and persuasion of the audience.

 Why is a Pitch Deck important?

- Enables structured and in detail presenting the idea.
- It does business more visible and easier to understand for potential investors and partners.
- Helps in better communication with stakeholders.
- It strengthens trust in the entrepreneur and his project.


Key elements of a successful Pitch Deck

A Pitch Deck usually consists of 10-12 slides that cover the most important aspects of the business idea.

 Key slides:

1. Home page— Business name, slogan, logo.
2. Problem— Clearly defining the problem you are solving.
3. Solution— How does your business solve this problem?
4. Market opportunity— What is the market size? Who is your ideal customer?
5. Business model— How will you make money?
6. Competition— Who are your competitors? What makes you unique?
7. Marketing and growth strategy— How will you get your customers?

8. Team– Who are the key people behind the business?
9. Financial projections– What are your expected income and expenses?
10. Next steps/ Request– What do you look for from investors or partners?

 Tip: Pitch Deck should be simple, visual and attractive– is not a list of data, but rather the telling of a story.


Steps for working with students

1. Introduction to Pitch Deck (15 minutes)

Students will learn What is a Pitch Deck, how is it used and why is it important?.

 Tip:

- View examples of successful Pitch Deck presentations (eg Airbnb, Uber, Canva).
- Discuss how it differs from an Elevator Pitch – while an Elevator Pitch is short and verbal, a Pitch Deck is visual and elaborated in detail.

 Example:

Airbnb had simple slides in its initial Pitch Deck telling their story:


1. Problem: The hotels are expensive, there are not enough alternatives.
 2. Solution: A platform that connects people offering accommodation with those seeking it.
 3. Business model: 10% commission on each reservation.
-


2. Structuring the content (20 minutes)


Each student/team selects the key elements of their Pitch Deck and structures the content according to the template.

 How is it implemented?

- Each slide should have maximum 5-6 key points, and not long paragraphs.
- Use visual elements (graphics, images, icons) to make it more understandable.


 Example:

 Slide – Problem:

 **Bad example:**

"Our market has a serious problem with the availability of jobs for young people, which

leads to economic instability and reduced productivity.” (Too brief and too abstract.)


 **Good example:**

"60% of young people under 30 cannot find a job in their profession. Employers are looking for experience, and students have nowhere to gain it."

There is a big gap between the skills required in the market and those acquired by students." (Specific facts and data.)

3. Creating a Pitch Deck in Canva (30 minutes)

Students begin to create their Pitch Deck in Canva (or PowerPoint).

 How is it implemented?


- Each team/student receives template for Pitch Deck in Canva.
- They fill the slides with their content.
- They insert images, graphs, infographics to make the presentation visually attractive.

 Tip:

- Avoid too much text– the presentation should be simple and visual.
 - Use contrasting colors and clear fonts for better readability.
 - Don't use too many animations– the focus should be on the content.
-

4. Presentation and feedback (30 minutes)

Each student/team presents their Pitch Deck to the group.

 How is it implemented?

- Every team has 3-5 minutes to present their business concept.
- The other students and the mentor give feedback according to the following criteria:
 - Is the problem clearly defined?
 - Is the solution innovative and realistic?
 - Is the business model well explained?
 - Is the presentation visually appealing?


 Tip:

- Encourage students to practice confident presentation.

- If someone is reading too much from the slides – remind them that Pitch Deck is support, not the entire presentation.
-

5. Reflection (10 minutes)

Finally, students reflect on their experience with creating and presenting a Pitch Deck.

 Questions for reflection:

- What were the biggest challenges when creating the Pitch Deck?
- Did the feedback they received help them improve their presentation?
- How will they use this Pitch Deck in real-world situations?