



EUROPEAN UNION  
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# ChangeMakers

## Preparing for Dragon's Den

Learning material for the study module “Start-ups for sustainable environment created by youngsters”



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Current learning material is prepared for the teachers of high-school and gymnasium level students participating in Interreg Central Baltic project CB851 “ChangeMakers - Start-ups for sustainable environment created by youngsters” to prepare the students for the Dragon’s Den at the Challenges to Business event in Rauma, 20-22.4.2022. The students will be introduced to the event structure and criteria of evaluation, get tips for video making and practice their pitch in class. Materials are compiled by the experts of University of Turku and meant for a 45-minute lesson. All materials are available at the Interreg Central Baltic ChangeMakers project’s e-learning platform: <https://sub.samk.fi/changemakers-eplatform/>

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## PROPOSED OUTLINE FOR LESSON

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Table below proposes the outline of the lesson and the estimated duration of each sub-session. In the following chapters, you can find the topics we recommend you cover under each stage. Adaptions to the learning material are encouraged, please inform the CM team if you had to significantly alter the materials.

NB! During this lesson, the students will practice pitching within the class group, not as their student team.

ORDER	CHAPTER	ESTIMATED DURATION <sup>1</sup>
0	<b>Preparation:</b> All teams get their pitch templates ready	5 min
I	<b>Dragon's Den event structure:</b> PowerPoint material describing the event structure, time frames for each student team and evaluation criteria.	10 min
II	<b>Instructions for video making:</b> PowerPoint material on video making. General instructions and tips.	5 min
III	<b>Pitching practice:</b> Practicing within the class or in smaller groups.	25 min

<sup>1</sup> The study material does not propose the possible breaks that might be needed to keep the focus and good pace. Teachers are expected to estimate the need for breaks based on school and group specific needs.

## 0 – PREPARATION

Students will need to have their pitch template on this lesson. This will help them practice their pitch and allow them to make notes on parts they find more challenging or where they faced a surprising question from classmates.

## I – DRAGON'S DEN EVENT STRUCTURE

All student teams will present their business ideas to a jury of experts in entrepreneurship, sustainability, design, engineering etc. The jury will take notes on the pitching performances and decide the main prize winner according to the evaluation criteria provided by the project partners.

Each team will have a total of 7 minutes for presenting their team, showing their video on their business idea and answering questions from the jury. Each team will first introduce themselves and their team live for max. 2 minutes. They are also encouraged to describe their teamwork and team dynamics during the process – e.g. how well the team members worked together, how different tasks or roles were divided within the team.

Next, the team will present their video, which will describe their business idea following the topics on the pitch template. The video should be no longer than 3 minutes. After the video, there will be about 2 minutes for answering questions from the jury members.

Based on the teams' business ideas and presentations, the jury members will decide on which team receives the main prize. This team has delivered consistently in several categories of evaluation (see appendix). The main categories are: **presentation** (effective use of the 3 min. time limit, effort put into presenting high-quality materials), **idea** (how practical, innovative and unique the idea is), **business potential** (how much practical potential, real need or marketing perspectives there is for the solution), **sustainability** (how well the team has thought of the sustainability aspects, e.g. circular approach to resource use, supply-line footprint), and **preparation** (the quality of background research on business model, market research, marketing plan etc.).

The project partners will also award teams that have excelled in a specific category. *Best product design* will be awarded by University of Turku (Finland), *most business potential* by Satakunta University of Applied Sciences (Finland), *best technical solution* by Tallinn University of Technology (Estonia), *best pitching performance* by Åland's Vocational school (Åland, Finland), *thinking outside the box* by Riga Technical University (Latvia) and *most sustainable solution* by Stockholm University (Sweden).

## II – INSTRUCTIONS FOR VIDEO MAKING

The students will prepare a video for the Dragon's Den to present their business idea, with maximum length of 3 minutes. It is extremely important to keep the video within this timeframe, as the schedule for the Dragon's Den is tight!

The video should be prepared following the pitch template. Adding pictures, videos, graphs and/or key concepts on each topic will make the business idea easier to understand. The students do not have to show their faces or bodies on the video if they don't want to – the main purpose is to explain and illustrate the team's idea and its function. However, one or more students from a team should narrate the video with their own voice.

Planning and dividing tasks within the team is important. For example, the narration can be done by one team member only, or if the students wish, it can also be divided into smaller parts so all team members can participate. Other tasks to consider is the writing the script, doing graphic design, and editing the video. Use each team member's strengths and experience to make the process flow smoothly!

A script is useful to prepare for a video, as it enables practicing the narration and adjusting, if the script is too long or short. The script should be read aloud slowly and clearly a few times before starting to record, taking time. Find a quiet space for recording and always take a sample recording to check the audio quality is good. Often using a microphone, or even headphone, will give better results than just using the microphone of your computer or phone. Use voice recorders on your devices or free online voice recorders and editing programs online, such as Bear Audio ([www.bearaudiotool.com](http://www.bearaudiotool.com)).

As with the voice recording, there are many options to use when making a video. The students are free to use whichever platform they are comfortable with! Free and user friendly options include Vimeo (<https://vimeo.com/>), Panopto ([www.panopto.com](http://www.panopto.com)), Canva video ([www.canva.com/videos](http://www.canva.com/videos)), Adobe Spark ([www.adobe.com/express/create/video](http://www.adobe.com/express/create/video)) or Powerpoint (see instructions <https://support.microsoft.com/en-us/office/record-a-slide-show-with-narration-and-slide-timings-0b9502c6-5f6c-40ae-b1e7-e47d8741161c>).

### III – PITCHING PRACTICE

This pitching practice activity will happen within the whole class, or divided into smaller groups. On this exercise, the students do not work as a complete cross-cultural team, but as a student pair (or alone or group of three) representing their team in front of their own class. This way, all students get practice in pitching and are equally prepared to present and answer questions.

The student pair pitches their business idea **in English** to other students. This gives the opportunity to build confidence for public speaking, and to check, which parts of the pitch need more practice! The other students' task is to think of questions for the pitching team. This also will help to prepare students for questions from the jury at the Dragon's Den. The students should take notes of their pitching experiences and questions from other students, and discuss these with their other team members.

This pitching practice is also meant to prepare the teams for their meeting with the challenge expert on March 30<sup>th</sup> 2022 team meeting. In this team meeting, the students introduce their business idea to the experts according to the pitch template. They will receive feedback and tips for improving their pitching performance.

# APPENDIX

APPENDIX 1: Dragon's Den Jury criteria for mini start-ups

<b>Rating and its explanation</b>	<b>Presentation</b> (effective use of assigned time limit – 3 min; effort put into presenting high-quality materials.)	<b>Idea</b> (How practical, innovative and unique is the idea?)	<b>Business potential</b> (Practical potential – is there a real need for this solution?; marketing perspectives)	<b>Sustainability</b> (How well has the team thought of the sustainability aspects? e.g. circular approach to resource use, smallest possible footprint for supply-line etc.)	<b>Preparation</b> (the quality of background research done e.g. business model, market research, marketing plan etc.)
Poor 1	The presentation is incoherent or unclear, too long. The team is unable to answer any questions by the jury members. Students were unable to present in 4 minutes. The presentation quality is poor.	The idea is not realistic/practical and it would take huge investments and/or other resources to make it happen.	The idea fails to answer to challenge requests in any way. The needs of a market are neither met in any way or not even identified.	The team shows no consideration on the sustainability aspects of their solution e.g., circularity and the ecological footprint of the solution.	The team has not done any background research, or it is of poor quality and cannot provide clear information about their customers, market, technical aspects, production etc.
Fair 2	The presentation is somewhat coherent and presents some aspects of the solution to the challenge. Students were unable to present in 3 minutes. The team is able to answer some questions by the jury members. The idea is poorly explained.	The idea is realistic and practical, and was successfully provided in a life earlier by others, but it requires investments or expensive recourses.	The idea is poorly thought through from several aspects and shows scantily potential to be scaled on a domestic level/even internationally.	The team has poorly thought about sustainability and they have partly an idea how to make their product/service in a sustainable way.	The team has done only a little amount of research, their business model seems unrealistic and it is almost impossible to get their idea off the ground with this preparation.
Good 3	The team had some the aspects of pitching in their presentation, they were able to present in 3 minutes. The team is able to answer most of	The idea is unique or solves a specific problem really well, but was not applied wide enough yet, and	The idea is partly unclear thought through from several aspects and shows some potential to be scaled on a domestic	The team has partly thought about sustainability in general and they have an idea how to make their	The team has done a good job in their research activities and they have thought partly of their customers, market, technical aspects, production etc.

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	questions by the jury members. The idea is partly clear and explained.	it can be done with realistic investments.	level/even internationally.	product/service in a sustainable way.	
Very good 4	The team had partly the aspects of pitching in their presentation, they were able to present in maximum of 3 minutes, and it seems they have had practice for their presentation, but not too much. The team is able to answer all questions satisfactory by the jury members. The idea is partly clear and well explained.	The idea is good, unique and it could be done in real life. The team has thought of the idea from multiple aspects and made some research how the business would come to life.	The idea is partly thought through from several aspects and shows good potential to be scaled on a domestic level/even internationally.	The team has thought about sustainability from most of angles and they have an idea how to make their product/service in a sustainable way.	The team has done a great job doing their research, and they have thought quite well of their customers, market, technical aspects, production etc.
Excellent 5	The team had all of the aspects of pitching in their presentation, they were able to present in maximum of 3 minutes, and it seems they have had practice for their presentation. The team is able to answer any questions by the jury members comprehensively. The idea is clear and well explained.	The idea is very well planned, it is unique and could have a lot of value for customers. The team has already made some research for what and how much resources they would need for their idea.	The idea is very well thought through from several aspects and shows very promising potential to be scaled on a domestic level/even internationally.	The team has thought about sustainability from multiple angles and they have an idea how to make their product/service in a most sustainable way.	The team has done remarkable background research for their idea and they have thought very carefully of their customers, market, technical aspects, production etc.

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