

VENTURE CHALLENGE EDUCATIONAL VIDEO SERIES

SUGGESTED CLASS FORMAT (For Use with ALL VIDEOS)

(50 minute class format)

CLASS ONE:

10 minutes – Set Up → Discuss effective business presentations and what the students are about to see

20 minutes – Play Video (chosen full presentation)

10 minutes – Discussion → Discuss critical issues and major questions surrounding business plan from presentation/

10 minutes – Assign Homework → Hand out official judge's evaluation form and have students fill the form out and bring to the next class

CLASS TWO:

15 minutes – Discussion of Homework Assignment → Discuss the questions and responses from students

5 minutes – Set Up → Explain to students that they will now see the judges' Q&A session and to compare their list of questions and major issues with that of the experienced investors/VC's

20 minutes – Play Video (chosen Q&A Session)

10 minutes – Discussion → Discuss key points judges touched upon and major issues that were discussed

(1:15 Class Format)

10 minutes – Set Up →

20 minutes – Play Video (chosen full presentation)

10 minutes – Discussion →

10 minutes – Assign Homework →

15 minutes – Discussion of Homework Assignment →

5 minutes – Set Up → Explain to students that they will now see the judges' Q&A session and to compare their list of questions and major issues with that of the experienced investors/VC's

20 minutes – Play Video (chosen Q&A Session)

10 minutes – Discussion →

(2:40 Class Format)

10 minutes – Set Up →

20 minutes – Play Video (chosen full presentation)

10 minutes – Discussion →

10 minutes – Assign Homework →

15 minutes – Discussion of Homework Assignment →

5 minutes – Set Up → Explain to students that they will now see the judges' Q&A session and to compare their list of questions and major issues with that of the experienced investors/VC's

20 minutes – Play Video (chosen Q&A Session)

10 minutes – Discussion →

10 minutes – BREAK

REPEAT format for a second presentation and Q&A session

(1:15 Class Format)

5-10 Minutes – Set Up → Explain to students that they will be viewing a “quick pitch” or “elevator pitch”. All elevator pitches should include: a) what is the business? b) what is the business model?, c) how much capital is required?, d) what is the market opportunity?

2 minutes – Play Video (chosen quick pitch)

10 minutes – Discussion →

20 minutes – Play Video (chosen full presentation)

5-10 minutes – Set Up In Class Assignment → list of questions, critical issues with business plan

10-15 minutes – Students Work on Assignment

15 minutes – Discussion of Assignment →

5 minutes – Set Up → Explain to students that they will now see the judges’ Q&A session and to compare their list of questions and major issues with that of the experienced investors/VC’s

20 minutes – Play Video (chosen Q&A Session)

10 minutes – Discussion →

(2:40 Class Format)

5-10 Minutes – Set Up → Explain to students that they will be viewing a “quick pitch” or “elevator pitch”. All elevator pitches should include: a) what is the business? b) what is the business model?, c) how much capital is required?, d) what is the market opportunity?

2 minutes – Play Video (chosen quick pitch)

10 minutes – Discussion →

20 minutes – Play Video (chosen full presentation)

5-10 minutes – Set Up In Class Assignment → list of questions, critical issues with business plan

10-15 minutes – Students Work on Assignment

15 minutes – Discussion of Assignment →

10 minutes - BREAK

5 minutes – Set Up → Explain to students that they will now see the judges’ Q&A session and to compare their list of questions and major issues with that of the experienced investors/VC’s

20 minutes – Play Video (chosen Q&A Session)

10 minutes – Discussion →

VENTURE CHALLENGE VIDEO SERIES

SUGGESTED CLASS FORMATS

50-MINUTE CLASS FORMAT → CLASS ONE

ACTIVITY	RESPONSIBILITY	TIME
<p>Set-Up Explain to students that they will be viewing a “quick pitch” or “elevator pitch”, and that a strong pitch should include:</p> <ol style="list-style-type: none"> 1) What is the business? 2) What is the business model? 3) What is the market opportunity? 4) How much capital is required? 	Professor	5-10 Minutes
Play Video (chosen Quick pitch)	Professor	2 Minutes
Discussion Discuss strong points of pitch, what items were missing, and how the pitch could be improved.	Professor/Students	10 Minutes
<p>Set-Up Explain to students that they will be viewing a full 20-minute business plan presentation. Ask students to look for major issues with the business plan and focus on the presentation itself.</p>	Professor	5 Minutes
Play Video (chosen full length presentation)	Professor	20 Minutes
Assign Homework Ask students to come up with a list of five questions that will clear up the most critical issues for the business. Also have	Professor	5 Minutes

students fill out the official Business Plan Evaluation Form.		
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50-MINUTE CLASS FORMAT → CLASS TWO

ACTIVITY	RESPONSIBILITY	TIME
Discussion Discuss homework assignments with students.	Professor/Students	15 Minutes
Set Up Students will now see the judges' Q&A session. Ask students to compare their list of questions with that of the experienced investors and VC's.	Professor	5 Minutes
Play Video (chosen Q&A session)	Professor	15 Minutes
Discussion Discuss the types of questions the judges asked and how the questions differed from the students' questions. Discuss how the business team handled the questioning.	Professor/Students	15 Minutes

75-MINUTE CLASS FORMAT

ACTIVITY	RESPONSIBILITY	TIME
<p>Set Up Explain to students that they will be viewing a “quick pitch” or “elevator pitch”, and that a strong pitch should include:</p> <ol style="list-style-type: none"> 1) What is the business? 2) What is the business model? 3) What is the market opportunity? 4) How much capital is required? 	Professor	5 Minutes
<p>Play Video (chosen Quick Pitch)</p>	Professor	2 Minutes
<p>Discussion Discuss strong points of pitch, what items were missing, and how the pitch could be improved.</p>	Professor/Students	10 Minutes
<p>Set-Up Explain to students that they will be viewing a full 20-minute business plan presentation. Ask students to look for major issues with the business plan and focus on the presentation itself.</p>	Professor	5 Minutes
<p>Play Video (chosen full length presentation)</p>	Professor	20 Minutes
<p>Discussion Discuss strong and weak points of plan. Ask students for questions that should be asked by the judging panel.</p>	Professor/Students	10 Minutes
<p>Set Up Students will now see the judges’ Q&A session. Ask students to compare their list of questions with that of</p>	Professor	5 Minutes

the experienced investors and VC's.		
Play Video (chosen Q&A session)	Professor	15 Minutes
Discussion/Wrap-Up Discuss the types of questions the judges asked and how the questions differed from the students' questions. Discuss how the business team handled the questioning.	Professor/Students	5 minutes

160-MINUTE CLASS FORMAT

ACTIVITY	RESPONSIBILITY	TIME
<p>Set Up Explain to students that they will be viewing a “quick pitch” or “elevator pitch”, and that a strong pitch should include:</p> <ol style="list-style-type: none"> 1) What is the business? 2) What is the business model? 3) What is the market opportunity? 4) How much capital is required? 	Professor	5 Minutes
<p>Play Video (chosen Quick Pitch)</p>	Professor	2 Minutes
<p>Discussion Discuss strong points of pitch, what items were missing, and how the pitch could be improved.</p>	Professor/Students	10 Minutes
<p>Set-Up Explain to students that they will be viewing a full 20-minute business plan presentation. Ask students to look for major issues with the business plan and focus on the presentation itself.</p>	Professor	5 Minutes
<p>Play Video (chosen full length presentation)</p>	Professor	20 Minutes
<p>Discussion Discuss strong and weak points of plan. Ask students for questions that should be asked by the judging panel.</p>	Professor/Students	10 Minutes
<p>Set Up Students will now see the judges’ Q&A session. Ask students to compare their list of questions with that of the experienced investors and VC’s.</p>	Professor	5 Minutes

Play Video (chosen Q&A session)	Professor	15 Minutes
Discussion Discuss the types of questions the judges asked and how the questions differed from the students' questions. Discuss how the business team handled the questioning.	Professor/Students	5 minutes
BREAK	Professor/Students	10 Minutes
REPEAT LESSON PLAN WITH A SECOND PRESENTATION		