

STUDY PLAN: INVESTOR PITCH SIMULATION PROJECT

Course: English II

Programme: Information Systems and Technologies

Level: B2

Institution: Belgrade Business and Arts Academy of Applied Studies

Overview

This study plan guides you through the "Investor Pitch Simulation" project, which mirrors real-life investment scenarios such as Shark Tank or Dragons' Den. The simulation consists of three missions across four weeks. It helps you develop entrepreneurial, research, and communication skills in English while working on a business idea relevant to the IT sector.

Week 1: Mission 1 - Building a Company Profile

Objectives:

- Understand the basics of company setup.
- Choose a feasible and innovative business idea.

Tasks:

1. Form teams (2-4 members).
2. Create a company name, logo, and slogan.
3. Decide on a product/service idea - Make sure it is IT-related, realistic, and potentially profitable.

Suggestions:

- Use online tools: Canva for logo and branding, Namelix for company name ideas.

- Explore IT trends on TechCrunch, Product Hunt, or Wired.
- Ask: Who needs this product/service? Why now? What problem does it solve?
- Brainstorm with a mind map: use MindMeister to visualise your ideas.

Deliverable:

- Short company profile (100-150 words) including name, mission statement, and business idea summary.

Reflection Questions:

- What makes your idea innovative or different?
- What values will your company promote?
- What role did each team member play in the process?

Week 2: Mission 2 - Mini Business Plan

Objectives:

- Analyse business feasibility.
- Conduct market research.

Tasks:

1. Perform a SWOT analysis.
2. Conduct market research using online surveys, questionnaires, or desk research.
3. Write a short business plan including:
 - Unique selling proposition
 - Target customers
 - Marketing/sales strategy
 - Start-up costs and funding required

Suggestions:

- Use free tools: Google Forms, SurveyMonkey.
- Search for competitor information on Crunchbase or through Google search.
- Use templates for SWOT analysis: Canvanizer.
- Use Statista or Eurostat for market data.
- Assign sections of the plan to each team member.

Deliverable:

- 1-2 page mini business plan.

Reflection Questions:

- What challenges did you face during market research?
- How realistic is your financial plan?
- What assumptions have you made about your customers?

Week 3-4: Mission 3 - Investor Pitch

Objectives:

- Prepare and deliver a persuasive pitch.
- Defend your idea against investor questions.

Tasks:

1. Write a short script (2-3 minutes). Focus on:
 - Vision and mission
 - Market need
 - Product/service value

- Financial needs and ROI

2. Practice delivery: Voice clarity, body language, timing.

3. Prepare for Q&A session: Predict 2-3 investor objections and prepare answers.

Suggestions:

- Watch sample pitches: Shark Tank YouTube Channel, Dragons' Den BBC.

- Use Visme or Prezi for visual aids.

- Record your pitch with a phone or Flip for self-evaluation.

- Practice with peers and ask for feedback using a checklist (e.g. clarity, confidence, structure).

Deliverables:

- Final group pitch (oral presentation, max 5 minutes).

- Participation in Q&A as both entrepreneur and investor.

Reflection Questions:

- What part of the pitch was most convincing?

- Which investor question was most difficult and why?

- How did your team support each other during the pitch?

Assessment Criteria (Rubric):

Criteria | Excellent (5) | Good (4) | Satisfactory (3) | Needs Improvement (2)

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Originality of Idea | Highly creative and innovative | Clear and relevant | Acceptable | Unclear or unoriginal

Business Plan Logic | Fully logical and detailed | Mostly logical | Some weak points | Lacks coherence

Language Use | Excellent vocabulary and grammar | Mostly accurate | Some errors | Frequent errors

Pitch Delivery | Confident, clear, engaging | Generally clear | Needs more fluency | Unclear or unprepared

Use of Business Vocabulary | Rich and accurate | Adequate | Limited | Inaccurate or missing

Use of Discourse Markers | Wide and effective range | Good range | Limited use | Rare or incorrect use

Teamwork and Participation | Fully collaborative | Mostly cooperative | Uneven contribution | Minimal contribution

Good luck - think big, stay clear, and be ready to defend your idea like a true entrepreneur!