

Description	Students review language from the lesson by presenting a business plan
Lesson link	Use this activity at the end of the lesson
Time	30 minutes
Extra material	None

Instructions

- a** Ask SS if they know what *a business pitch* is (a presentation of a business idea to potential investors). Divide SS into groups of three or four. Ask them to imagine that they are a new company with a business idea that they need funding for. Ask SS to choose a product from this list that they think would make a lot of money (you could write the list up, or prepare an overhead transparency or PowerPoint slide):

- a solar-powered mobile phone
- a 'micro-car' for one person
- a chocolate bar with added caffeine
- heated socks
- a waterproof bathroom TV
- a disposable umbrella

- b** Tell SS that they should consider the following points (write them on the board) when preparing their pitch:

- What exactly is the product?
- Who is it for?
- How much will it cost?
- What's its 'unique selling point' (USP)?
- Why will it be successful?

- c** Tell SS that they have ten minutes to plan their business pitch to present to the class. Their pitch should last two or three minutes. Tell SS to refer to the vocabulary and grammar of the lesson for ideas if necessary – you could tell them that they have to use ten words or phrases from the **Business and advertising** Vocabulary Bank on p.156. Their classmates will decide which idea they would like to invest in.
- d** Groups take turns to deliver their pitches to the class. Ask the groups who are listening to take notes of their thoughts and reactions during each presentation. At the end give SS time to discuss their notes before making a decision on which group they would like to invest in.