



Pitch the idea

Relevant escape room scenario & project resource	This activity sheet accompanies the Start-ups and innovative entrepreneurship escape room scenario, which focuses on developing, refining, and clearly presenting ideas in a concise and persuasive way.
Target group & needs	Youth aged 15–19, working in small groups (3–5 participants), with basic experience in group work and idea development, but no prior pitching experience required.
Duration	90 minutes.
Target competence areas	Entrepreneurship (initiative, creativity, communication, working with others) and Digital Competence (presentation, communication using digital tools).
Objectives	Participants develop the ability to structure and present an idea clearly, adapt messages to an audience, and collaboratively deliver a concise and convincing pitch.
Materials & equipment	Pitch templates, pens and paper or sticky notes, timer, and optional laptops or tablets for preparing short presentations.



Useful resources	Simple pitch deck templates, short videos on effective pitching, examples of youth-friendly idea presentations, and communication skill guides.
Setup	Arrange the space for group work and short presentations, prepare pitch templates in advance, and ensure timing tools and presentation equipment are ready.
Step-by-step instructions	Step 1 – Challenge briefing (5 min) Participants are introduced to the Start-ups and innovative entrepreneurship scenario and understand their task: to present their idea in a clear, concise, and persuasive pitch. Step 2 – Idea refinement (15 min) Groups review their concept, define its core value, target audience, and main benefit, and agree on one key message they want listeners to remember. Step 3 – Pitch preparation (20 min) Participants structure a short pitch (e.g., problem–solution–value format), assign speaking roles, and rehearse to ensure clarity and timing. Step 4 – Pitch delivery (15 min) Each group presents their pitch to the others, aiming to communicate their idea confidently and convincingly within the time limit.



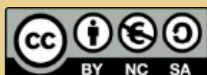
	Step 5 – Feedback & reflection (10 min) Participants receive brief feedback on clarity, persuasiveness, and structure, and reflect on what strengthened or weakened their presentation.
Debriefing questions	What made a pitch clear or engaging, how did teamwork influence the presentation, and what would you improve if you pitched again?
Assessment & evaluation	The trainer assesses clarity of the idea, structure of the pitch, collaboration within groups, and participants' ability to communicate their message effectively.
Variations & adaptation	The activity can be adapted by changing pitch length, audience type (peers, experts, community), or by focusing on individual instead of group pitches.
Trainer tips	Emphasise clear spoken communication rather than visual or social media elements, encourage participants to focus on the problem–solution–value structure, and create a supportive but realistic “jury” atmosphere that helps youth practice handling questions and feedback under light pressure.
References & further readings	• Clark, D. (2008). The art of the pitch. HarperCollins. • European Commission. (2016). EntreComp: The Entrepreneurship Competence Framework. Publications Office of the European Union.



- HGSE Peer-to-Peer Services. (2020). [*How to give an effective elevator Pitch: Creating and communicating your vision in under 1 minute.*](#)
- Welch, M. (2025). [*23 Elevator Pitch Examples to Inspire Your Own \[+Templates & Expert Tips\]*](#). Hubspot.



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