



EQUITABLE



- Lesson 1
- Lesson 2
- Lesson 3
- Lesson 4
- Lesson 5
- Lesson 6
- Lesson 7
- Lesson 8
- Lesson 9
- Lesson 10

# Entrepreneurship

Name \_\_\_\_\_

## Exercise 1: Create your own ad

Date \_\_\_\_\_

An important part of entrepreneurship is thinking about how you will market your product and who your potential buyers are. One of the marketing tactics you can use is advertising — whether it’s a TV ad, a radio ad, a magazine ad or an online banner ad.

**The exercise: Working as part of a team, you have 10 minutes to create a one-page magazine ad for one of the following products. Your ad should include a rough sketch of a graphic supporting your creative theme (such as a person driving a car or playing a game), a tagline or slogan, and a paragraph or two of copy about the product.**

<b>Fitbit</b> (wristband fitness tracker)	<b>Tesla</b> (self-driving car)	<b>Netflix</b>	<b>Taco Bell</b>
<b>Impossible Burger</b> (plant-based alternative to meat)	<b>Fortnite</b>	<b>Sims 4</b>	

**Answer these questions to help guide the creation of your magazine ad:**

1. Which product are you going to create an ad for?  
\_\_\_\_\_
2. What types of people do you think would be interested in the product? For example, what are their ages? Are they adults? Kids? Teens? Or everybody?  
\_\_\_\_\_
3. What are the key features and benefits of the product you think would be of interest to your potential customers?  
\_\_\_\_\_
4. Of the features and benefits you came up with, which one do you think is the most important to your customers?  
\_\_\_\_\_
5. Which creative approach do you think would be most effective for your ad? For example, should you use humor or take a more serious approach?  
\_\_\_\_\_
6. Do you think using a celebrity to endorse your product would be more effective? Or would just focusing on the product itself be a better approach?  
\_\_\_\_\_

## Exercise 2: Pitch perfect

Now that you've created your ad, it's time to create your pitch. **Pitches** are short, persuasive speeches (formal or informal) targeted at potential investors or other kinds of potential stakeholders and supporters. **Investors** are people who might use their own money to fund a new business in exchange for partial ownership of the company.

If the business is successful, investors make money on their investment. Investors can also include friends and family. An **elevator pitch** is the shortest version of your pitch that you have ready at any time in case you spontaneously meet someone who could be a potential investor. The "elevator" refers to the amount of time you have to make your pitch (the length of time two people may find themselves in an elevator).

**The exercise: In 10 minutes or less, develop your elevator pitch by answering the following questions. Once you've answered the questions, put it all together in a short speech format and present to the judges.**

Who are you?

---

---

Why should we care?

---

---

What are you selling?

---

---

Who are you selling to?

---

---

What is the price (feel free to just make up a price that seems reasonable)?

---

---

What do you need?

---

---

## Instructions and scoresheet

**Step 1** Identify three people to serve as judges. The head judge will be the Equitable Advisors Financial Professional who will also oversee and assist as needed. The other two judges will be selected from the student group. One of the student judges will also be designated as the official timer.

**Step 2** Split up remaining students into teams.

**Step 3** The head judge will review the exercise with the teams. The head judge can either assign all of them the same product from the list on the previous page or assign each team a different product. Product selections can be either random or hand-picked by the head judge.

**The head judge will also communicate the rules to the teams:**

- **No phones or computers are allowed for this exercise.**
- **Each team will have 10 minutes to create their ad and prepare their pitch.**
- **Each team will have 1-2 minutes to present their ad and pitch to the judges.**
- **The head judge will randomly select the order of team presentations.**
- **Judges will award each team up to 10 points in the following four categories: marketability, financial savviness, advertising, product creation.**

**Step 4** Once the head judge confirms the timer is ready, they will announce that teams may begin the exercise.

Scoresheet	Team 1	Team 2	Team 3	Team 4	Team 5	Team 6
Marketability						
Financial savviness						
Advertising						
Product creation						

Equitable is the brand name of the retirement and protection subsidiaries of Equitable Holdings, Inc., including Equitable Financial Life Insurance Company (Equitable Financial) (NY, NY); Equitable Financial Life Insurance Company of America (Equitable America), an AZ stock company; and Equitable Distributors, LLC. The obligations of Equitable Financial and Equitable America are backed solely by their claims-paying abilities. Equitable Advisors is the brand name of Equitable Advisors, LLC.

© 2022 Equitable Holdings, Inc. All rights reserved. GE-5039219.1 (10/22) (Exp. 10/24) | G1931420 | Cat. #162168 (10/22)



**EQUITABLE**