

# YOUTH ENTREPRENEURS

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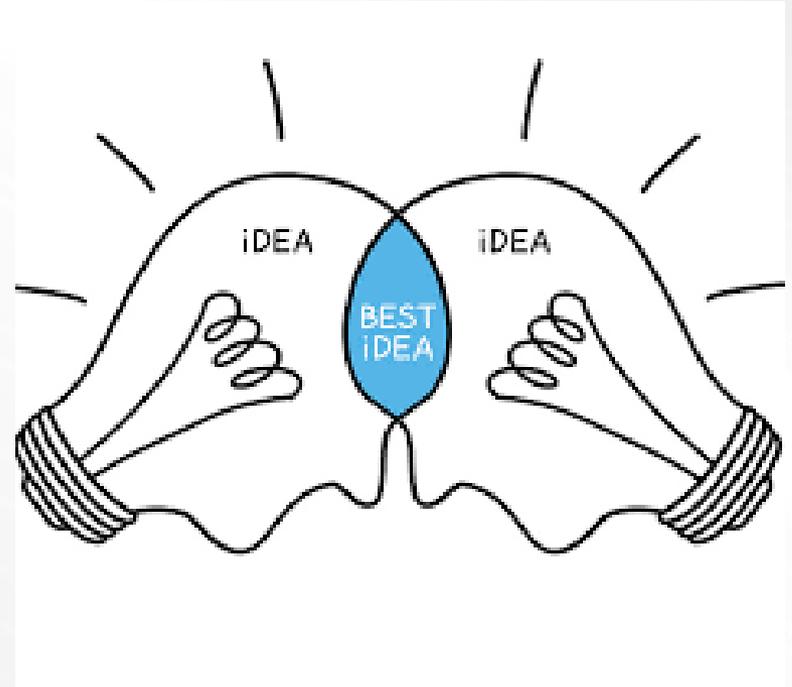
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# Overview of Disruptus

- Disruptus is an activity that allows students to be creative, innovative, and to create value.
- Disruptus cultivates student's soft skills with teamwork and group interaction.
- Disruptus encourages students to “pitch” ideas to others.



# Breakout Groups

- You will be placed into groups that will go to virtual breakout rooms.
- You will have **three** minutes to name your new company and figure out who will be
  - CEO
  - Marketing Director
  - Graphic Art Director
  - Advertising Director
  - Finance Director.



# Directions

- You will be shown a picture of a common item.
- Your team will have **five** minutes to develop/innovate the product into a visual representation (picture), be able to explain the innovations, why your product adds value and determine how you would advertise your new product.
- The product must be usable now (not futuristic).
- You will get a one minute warning, then we will return at the end of five minutes for the pitches.
- You will have one minute max to pitch your product.

# Ironing Board



# Batter up for the pitch!

- On your screen you will have a “Raise Hand” button.
- The “pitch” person will hit this to have the opportunity to pitch their product.
- Tell us what innovations you did and how you would advertise your new product.
- The person in that group that drew the picture should be showing their product to the camera.

# Debrief



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# Debrief

1. How did your team strategize for your innovation? One idea and ran with it or did you pivot with different ideas?
2. Was your CEO the "leader" of your group or did someone else rise up?
3. Do you feel everyone had a chance to contribute their ideas? If not, how would you change that next time?
4. What problem or need did your product solve?
5. Did anyone think of an idea after the time limit?