



Group Assignment “The Disastrous Startup Pitch”

Understand the impact of poor leadership within the context of entrepreneurship by creating and presenting the *worst* startup pitch in a playful way, including everything that could possibly go wrong when engaging in a value-creating activity.

After the session, submit your presentation as a PDF (make sure to include everyone’s name).

Instructions:

1. Concept Development (20 minutes):
 - Brainstorm: As a group, brainstorm ideas for a startup that is absolutely destined to fail because of poor leadership decisions and the inability of entrepreneurs to mobilize others. Focus on creating a product that is impractical, unnecessary, or poorly conceived because of this.
 - Give it a terrible name.
2. Identify All Possible Flawed Elements (20 minutes):
 - Identify as many different additional aspects of the start-up as possible that could be negatively impacted by poor leadership (financial mismanagement; environmental impact; inadequate funding strategies ...) - go over all the sessions from this summer academy and think on how bad leadership could negatively affect any project
 - Integration: Make sure these flawed elements are clearly integrated into your startup’s business plan and pitch.
3. Pitch Preparation (30 minutes):
 - Create and design a pitch for your disastrous startup (product description, business model, marketing strategy, and financial plan...) all showcasing intentional flaws.
 - Decide on who will present
4. Pitch Presentations (30 minutes):
 - Present your disastrous startup pitch to the plenary session. Ensure your pitch is entertaining and clearly demonstrates the impact of poor leadership. Humor and exaggeration encouraged.

Deliverable:

- A creative, well-prepared pitch presentation showcasing a disastrously led startup. The last slide should be a (serious) brief written summary analyzing the impact of poor leadership on the startup's failure.

Evaluation Criteria:

Creativity

- Originality and creativity in developing a flawed product and pitch.

Insight

- Depth of understanding demonstrated in identifying and integrating leadership failures.

Engagement

- Ability to engage the audience through an entertaining and illustrative presentation.

Analysis

- Clear and insightful analysis of how poor leadership affected the startup and lessons learned.