SED Workshops – Program for Rural IEDs

Workshop #3 - Be strategic, be resourceful

Description: Students will understand the importance of a direct and effective way of selling a business idea while they learn how to use strategically their incomes

Objectives:

- Plan how to spend and save money effectively for your businesses
- Execute an Elevator Pitch that can call people's attention and interest

Workshop Description

1. **Warm-up: Plan Wisely (15 min)**

In this game, students will decide whether they want to go with a decision that may cause them to lose money in their business. To do so, they will have a paper with 5 golden coins, which represents the number of times they can choose wrongly. To keep the coins, they will have to "invest" or "don't invest" from a hypothetical financial decision, which will be shown by the teacher through a series of slides. The students that can keep at least 1 of the 5 golden coins will win the game.



Link to the game slides:
https://www.canva.com/design/DAHDi4GL1y8/A2AydsQXNacvZju2yHjjuQ/edit?utm_

content=DAHDi4GL1y8&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Before moving to the next activity, the teacher must mention how in a business it is mandatory to have a good awareness of money, knowing how to use it wisely is key to the growth of it

2. **Activity #1: Money Management (25 min)**

To begin this activity the teacher will show this poster to the students:



Link to the poster:
https://www.canva.com/design/DAHDDP25D48/FVEYgJ3MDEyfbqkio8dFoA/edit?utm

_content=DAHDDP25D48&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

(Make students work in their entrepreneurship groups)

While the students are watching the poster, they will discuss these questions:

- Are you good at managing your money?
- In your opinion, what is the most important item?
- What is the product you sell, how much does it cost?

After the students had seen the posters and discussed the questions, they will have to set estimated financial goals for the following aspects of their business, considering the cost of their products or services:

- Product Price
- Material Cost
- Time of Production
- Total Production Cost
- Promotion Cost
- Profit per Product
- Products Needed for Sustainable Project
- Estimated Monthly Profit

All these elements will be evidenced in the following Cost Estimation Table that students will complete in a printed version:

Element	Example Calculation	Result
Product Price	Selling price for one product	_____
Material Cost	Materials needed to make one product	_____
Time of Production	1 hour of work (_____ per hour)	_____
Total Production Cost	Material (_____) + Labor (_____)	_____
Promotion Cost	Ads, posters, social media per month	_____
Profit per Product	Product Price (_____) – Production Cost (_____)	_____
Products Needed for Sustainable Project	Minimum monthly goal	_____ products
Estimated Monthly Profit	_____ * ___ – _____ promotion	_____

(A completed version example will be shown to students in the PPT of this workshop)

Link to the Cost Estimation Tables:
https://www.canva.com/design/DAHDgWCVTGw/nCql8whtT3IpC7xrEpAs6Q/edit?utm_content=DAHDgWCVTGw&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Once students have finished this part, the teacher will mention how having a strategic plan for our business money is an aspect that attracts investors.

3. **Activity #2: The art of convincing people (20 min)**

In this activity, students will have to use what they did in the previous part to convince other groups' members about how good their product or service is. To do so, they will have 10 minutes to prepare what they are going to say.

After the preparation time is over, they will organize in groups of 5 people (One person from each business), and they will try to convince their partners. When all the group members have spoken, they will choose the person that convinced them the most and explain the reason behind that decision.

To conclude this part the teacher will show these questions to the students, which will be answered in an open participation mode:

- Is it easy to convince others? Why?
- Do you know a strategy to convince others?

Next to the discussion, students will come back to their business projects groups.

4. **Activity #3: Elevator Pitch for the win (35 min)**

In this activity, students will see how an Elevator Pitch works and how they can implement it in their business projects.

To begin with, they will watch the following video: https://youtu.be/p8_mBNyLHVA

After this video, the teacher will ask students to look at their logbooks, where they will find the elements that are part of an Elevator Pitch. The student's task is to complete the Elevator Pitch Logbook format by following the example and explanation of the following posters.







Link to the posters:
https://www.canva.com/design/DAHDgmkvub0/QAdiCNYDWu__HFTIS-eedw/edit?utm_content=DAHDgmkvub0&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

As soon as the students have finished their Elevator Pitches, they will say it out loud to the other groups. In this way finishing the activities of this workshop

5. Survey (5 min)

Students will complete the workshop survey

6. References

- *YouTube*. (n.d.). Youtu.Be. Retrieved March 10, 2026, from https://youtu.be/uv357YzY7-k
- (N.d.). Ascend.Bank. Retrieved March 10, 2026, from https://ascend.bank/news/5-fundamental-principles-of-money-management-for-beginners/