STARTUP RUN

POSTER 1

Our startup

1 DRAW
Draw a THEME card (business sector), a TARGET card (your customers) and a CONSTRAINT card (a challenge).

2 BUILD
Use your three cards to imagine a product or service, and the startup that offers it.

3 FILL IN
Complete this poster: name, logo, slogan, concept, benefits, customers, price. Then do Poster 2.

4 PITCH
Present your startup to the class in English. Be creative and convincing!

LOGO

Our startup name

Our slogan

THEME



the business sector

+

TARGET



our customers

+

CONSTRAINT



the challenge

Our concept in a few words · What do we offer? What problem do we solve?

The benefits of our offer · Why will customers choose us?

1

2

3



Our customers (or users)

The price · and who pays it?



Pitch toolkit

- Our startup is called…
- We help [target] to [solve a problem].
- We make money by…
- What makes us different is…

STARTUP RUN

POSTER 2 Business Model Canvas

Use this canvas to show how your startup will **really work**. Fill in each box: your idea must be innovative, but also realistic and sustainable. The jury will score your **Business Potential**: can it find customers and make money?



🤝 Key Partners

Who are our partners and suppliers? What do they bring us?

⚙️ Key Activities

What must we do to make our business work? (make, advertise, deliver…)

🧰 Key Resources

What do we need to create our product and run the business?

💎 Value Proposition

What value do we bring to our customers? How are we different from competitors?

💬 Customer Relationships

How will we keep customers happy and make them come back?

📣 Channels

How will we promote and sell our product? (shop, website, social media…)

🎯 Customer Segments

Who do we sell to? (teenagers, families, businesses, fans…)

💸 Cost Structure

What are the biggest costs to run our business?

💶 Revenue Streams

How will we make money? (sales, subscriptions, advertising, services…)

You will be scored on Creativity · Card Challenge · Business Potential · Pitch Power

0 to 5 points each · total /20