

Unit 26 Intelligent skis – Presenting a new product

Teacher's notes

Preparation

Before you use this lesson plan:

- make one copy of each worksheet per student.
- Visit the proposed websites to check they are operational.

Warmers

Short (5 minutes)

Write the word *gadget* on the board. Ask if anyone can explain what a gadget is. Ask the students what the last gadget they bought was.

Long (10 – 15 minutes)

Tell the students to imagine they have invented a new product. They have a prototype. Brainstorm what they need to do next. For example:

- finish developing the product
- do market research to identify the who will buy the product, where and when
- prepare a marketing plan
- find outlets to sell the product
- pitch the product to an investor in order to raise finance
- prepare a sales forecast and calculate when the produce will start to generate profit.

Once you have a list on the board, ask the students what they think is the best order in which to do these things. They can do this in pairs or as a group. Note, there is no one correct answer to this question.

Set the scene

(5 minutes)

Distribute the worksheet. Ask the students to read the *Situation*. Explain that they can choose any product from the website they are allocated and that the target of the exercise is to persuade the venture capitalist to back them. Emphasise that they have to create the information for the second research table. It does not have to be detailed but should help them to persuade the venture capitalist.

Present the tasks

(5 minutes)

Explain the procedure:

- 1 The group divides into small groups or pairs.
- 2 They use the website to research and collect information and fill in the first research table then create appropriate information for the second (they need to imagine the target market, decide a USP, invent figures for a three year sales forecast and estimate their costs so that they can say roughly when the product will start to generate profit).
- 3 They prepare and give presentations to persuade the venture capitalist to back them.

Do the tasks

Research (20 minutes)

- If computers are available, allocate one to each small group or pair and let the students do their research.
- If computers are not available, set the research as homework to be performed at home or during free time at work. Emphasise to the students that they do not need to spend more than about 20 – 30 minutes collecting information.

Presentations (preparation: 15 minutes, presentations: 5 minutes each)

Tell the students their presentations should follow the format given on the worksheet and that they should try and incorporate appropriate words from the vocabulary box. If the students are working in pairs, they should give a joint presentation. The preparation can also be done as homework if there is limited classroom time. As each group or pair presents, the other students take the role of the venture capitalist; they can ask questions if they wish. After each presentation, the venture capitalists vote on whether they would back the presenters and their product. Monitor and give language feedback after all the presentations have been completed.

Unit 26 Intelligent skis – Presenting a new product

Aims

- Talking about product features
- Presenting a product

Tasks

- 1 You are going to research a new product on the Web.
- 2 You are going to give a short presentation to persuade the venture capitalist to invest in your product.

Introduction

You are an inventor who has developed a fantastic new product. In order to manufacture, market and sell this product, you need to find an investor. You have an appointment with a venture capitalist. You have to persuade her/him that your product is innovative and exciting and will create an excellent return on investment very quickly.

Task 1 – the research

These websites will give you information about a variety of new products. Your teacher will tell you which one to use. Record the information in the research data tables.

Innovations

<http://www.innovationsuk.co.uk>

Click on the categories at the top of the page then click on a picture of a product to see more information. Sometimes you can click on an extra menu at the side of the screen to see more products in that category.

The Green Head

<http://www.thegreenhead.com>

If you do not like any of the products on the first page, click on the *Next* button at the bottom for more products. Click on the picture of the product to see more information. Click on the green *BUY NOW* button to find the price. This will take you away from the Green Head website. Use the back button on your browser to return and look at other products.

Research data tables

Product name	
Description of the product	
Price(s)	

Target market	Age group	Location	Season	Outlets
USP (Unique Selling Proposition)				
Sales forecast 3 years and break even point	Year 1	Year 2	Year 3	

Language boxes

You are going to give a short, formal presentation to the venture capitalist. Use the language in the first box to help you describe your product and the language in the second box to structure your presentation.

Vocabulary

innovative design
cutting-edge
original
high-quality
special features
different
ideal for
the ultimate in ...
unique
advanced materials

Presentation

Good morning. I'd like to begin by thanking you for giving me the opportunity to present my idea to you today.

My presentation is divided into three parts.

- First of all, I'm going to introduce our exciting new product.
- Secondly, I'm going to tell you about the target market for this product and how we plan to sell to this market.
- And finally, I going to present our sales forecasts for the next three years.

If you have any questions, feel free to interrupt at any time.

Right, let's go straight to the first part: the product.

Ok, I'd now like to turn to the question of markets and marketing.

Right, let's move onto the sales forecast.

Ok, that brings me to the end of my presentation.

If you have any questions, I'll be happy to take them now.