



9 Conversations

Tell the story of your new business

SESSION GUIDANCE NOTES

Step 9: BMC presentation

Guiding questions

What feedback do I want from my pitch

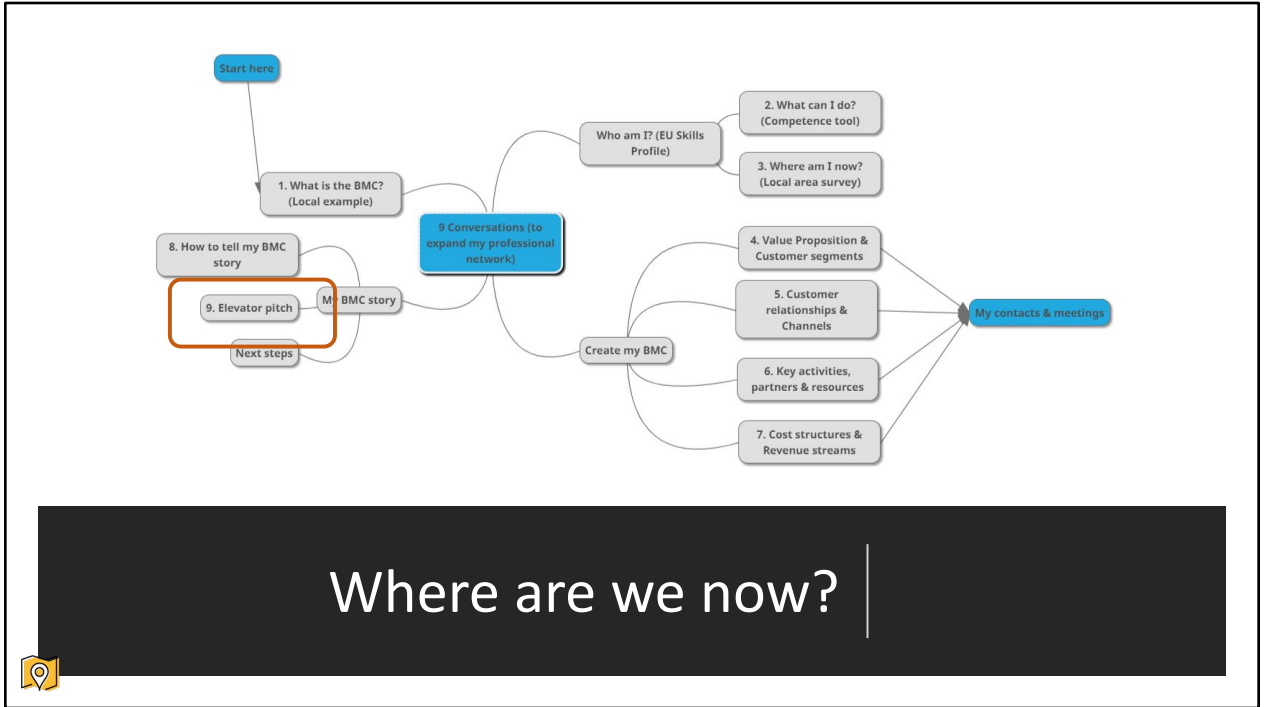
What are my next steps?

Objectives

The main aim of this session is to present your business idea to invited guests.

The aims include

- To present your business idea to your peers and get feedback
- To give feedback to your peers
- To update your personal skills profile
- To collate your badges
- To make clear what you need to do next to start your business



Where are we now?

SESSION GUIDANCE NOTES

5 minutes

Confirm this is the end of the 9-week programme using the diagram.

Agenda in minutes

Where we are now	5
Elevator pitches	75
Contacts and meetings	10
Expectations	10
Smart goals	10
Self-assessment	10
Wrap up (feedback etc)	5



SESSION GUIDANCE NOTES

The group may decide to spend more time in some areas and less time on other areas.

Our guests



SESSION GUIDANCE NOTES

75 minutes

Key slide

Time taken depends on how many are in the group.

On the slide add the name of the guest(s) that will listen to the pitches.

Tell the guests that these may be marketing pitches, investment pitches or BMC journeys.

Contact and meetings

- Meetings
- Email
- Phone



SESSION GUIDANCE NOTES

10 minutes

Note that the external guests from the previous section need not be present for the remainder of this meeting.

Share challenges in making contacts eg language challenges, cultural differences
Share advice on how to find useful information and how to make contacts
Report back on useful local sources of information, meetings or phone calls completed.

Standard prompts for expanding your network

Think about who might be able to help you add details to your BMC.

Time to talk about contacts and meetings that need to be set up before next week.

Talk about how to find out about relevant people and organisations to contact about your business idea.

Exchange ideas about how to find out about local information eg libraries, online portals and so on.

How will you keep records of who you have contacted and what the result was.

This is important to set up from the beginning.

More advice on networking here:

<https://www.popupbusinessschool.co.uk/popup-online-course/step-19-networking->

[making-connections-that-will-pay-off](#)

Report back on useful local sources of information, meetings or phone calls completed.

Check that record keeping of contacts is working.

This is linked to the main 9 Conversations badge as participants must be able to document at least three new useful contacts in order to get the overall programme badge.

Add expectations from last week here.

My contributions



A 3D white figure holding a blank white sign. The figure is standing on a white surface with a soft shadow. The sign is rectangular and held with both hands. The figure has a simple, rounded design.



SESSION GUIDANCE NOTES

5 minutes

Preparation

Replace the image on the right with a copy of the expectations agreed by the group.

Activity

Remember your agreed expectations and contributions.

Are we on the right track to meet these?

Do the expectations need to be amended?

SMART goals



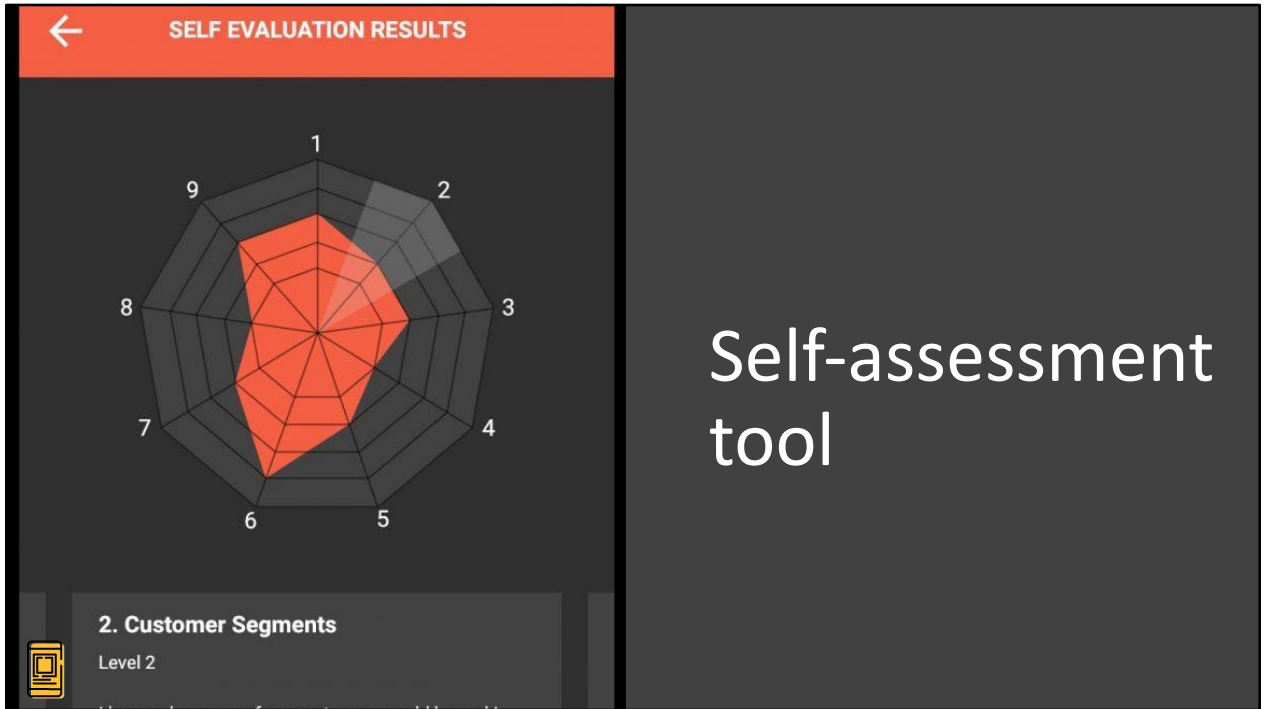
SESSION GUIDANCE NOTES

10 minutes

Remember what a SMART goal is and why it helps
Share your own SMART goal relating to the completion of the 9 Conversations programme and say how much progress you have made.

Background information

SMART goals <https://www.mindtools.com/pages/article/smart-goals.htm> and includes this 3-minute video <https://youtu.be/OXA6gfzFA24>



Self-assessment tool

SESSION GUIDANCE NOTES

10 minutes

The self-evaluation tool is on the website

<https://m9c.idi.ntnu.no/index.php/self-evaluation-test/>

Report back on how much progress you have made in the self-assessment grid, your best successes and where more work is needed.



SESSION GUIDANCE NOTES

5 minutes

Quick round in the group using the prompt questions below.

You can also make your own notes about each session in your learning diary, at the bottom of this page or some other way.

Prompt questions

Describe something you learned in this programme.

Describe something that puzzled you in this programme.

Describe something that one of your group colleagues did or said that you found helpful.

Describe something you want to find out more about as a result of today's session.

How could the programme be improved? Consider telling the facilitator.



SESSION GUIDANCE NOTES

It would be very helpful for all the participants to complete this survey later at home so that we can improve the programme in the future.

<https://forms.gle/M6u4Y4B7nxyEzJKX8>

Get the Badge

To complete this step you must:

- Prepare & deliver your elevator pitch (live, video, PowerPoint etc)
- Give constructive feedback to at least one of your programme peers
- add a reflective entry to the learning diary that addresses at least one of the prompt questions

Complete this step by posting to [link]



SESSION GUIDANCE NOTES

This is to be completed outside the session.
Facilitator collects evidence to support awarding the badge.

Get the Main 9 Conversations Badge

In addition to the requirements of each component step of the 9 Conversations badge, you must be able to document contact with at least three persons relevant to their proposed business idea. Complete this task by posting to [link]



SESSION GUIDANCE NOTES

This is to be completed outside the session.
Facilitator collects evidence to support awarding the badge.

Info and links

- These slides here
<https://docs.google.com/presentation/d/1nnNLHHmqVKCEolbP4OjpXHukGdGj6rXecjZRsgpg-A/edit?usp=sharing>

Available on the app

- Self evaluation
<https://9conversations.no/self-evaluation/>
- Learning diary
- 9 Conversations FAQ her
<https://9conversations.no/faq-prototype/>

Extra info

- First part of Business Model Generator book free from
<https://www.strategyzer.com/books/business-model-generation>
- <https://www.designabetterbusiness.tools/tools/business-model-canvas>
- All documents: XXXX
- Make your own BMC online
<https://canvanizer.com/>



SESSION GUIDANCE NOTES

These are the digital links that participants can access after the programme has ended.

If you want to take it further

Consider preparing a video presentation of yourself/your business idea
Improve your Linked In profile.

Level 2

If you have completed the Level 2 tasks make sure that your facilitator has seen them.

