High School Business Heroes 2015

Seminar 1:
How To Analyze A Marketing Case & Elevator Pitch Details

February 28, 2017
Agenda

- Introductions
- Ice Breaker
- Details: Bonuses
- Reintroduce case challenge
- Guest Speaker
  - Business Librarian Ines Perkovic
- Phase 1 – Elevator Pitch
- Upcoming Events
- Where to Find More Information
- Online Pages & Contact Information
- Questions, comments, concerns?
Meet the team of 2017!
Ice Breaker!

Tough Choices
Let’s create a list of important choices one might encounter in a lifetime. For example, “college or university?” or “paper or plastic?” or “what to give so-and-so for her birthday?”. Aim for a list of 50 in five minutes. Remember to aim for quantity, be silly, avoid judging, and piggyback others’ ideas.

What’s the Point?
Think about the choices people make when looking for a car. Understanding these choices will help you to choose creative marketing strategies.
Researching a Marketing Case

Guest Speaker: Ines Perkovic
Business Librarian
Innis Library (Business)
KTH-108
McMaster University
Participant Bonuses

- By attendance
  - At least one member must attend the seminar
  - 1 bonus mark

- By Summary
  - Seminars will be posted to YouTube for those who are unavailable to attend
  - Maximum 1 page summary of seminar can be sent to hsbh@mcmaster.ca within 2 days
  - 1 bonus mark
The 2017 HSBH Case Challenge

“Build a strategic marketing plan for automotive sales leveraging relevant advertising mediums with consideration for ‘today’s’ buyer.”

- Conduct research on the automotive industry target markets and the impact of purchasing technology
- Look into what Setay Automotive Group has to offer and how best to entice technology driven auto purchases through marketing efforts
PHASE ONE: THE ELEVATOR PITCH

- Clear, concise explanation of your ideas—should be possible to deliver in the time span of an elevator ride

- Present a 2-page proposal outlining the key elements of team’s creative business solutions, plan and analysis
ELEVATOR PITCH Criteria

- **Introduction**
  - Background info on Setay
  - State problem found in case brief
  - Introduce team’s innovative solution

- **Business Plan**
  - Describe your plan and why Setay would incorporate it
  - State target market and how plan will connect to this demographic
  - Describe how Setay can implement and how it would impact the business
  - Include a brief analysis and future outlook of plan
ELEVATOR PITCH Criteria

- Current Research
  - Use reputable sources to describe recent trends/events (no older than 2009) that may relate to case
  - Report will need more research – for this pitch just looks at trends and Setay themselves

- Conclusion
  - Summarize business plan and findings (no new content)

- References
  - Use Business Citation Guide to cite sources
Elevator Pitch Reminders

- Edited documents with feedback will be emailed back to your team
- Be Creative!
- Formatting of title, citations and bibliography
- Formal language; marketing concepts
- Peer and team editing
- Analysis and defining your plan
How to submit your entries

- Only one team member needs to submit an entry per team
- E-mail document to hsbh@mcmaster.ca with your team name in the subject line
- An e-mail will be sent to the team’s main contact to confirm receipt of entry

Elevator Pitch deadline:
Saturday, March 4 at 11:59pm
Upcoming Event - Seminar 2

- **Date:** March 7, 2017
- **Location:** JHE 210
- **Time:** 5:30-7:00PM

- Business report will be discussed
- Interaction with mentors and participants
- Food & drinks will be provided

All seminars will be in JHE 210 from 5:30PM-7:00PM
Where to find more information:

- [http://hsbh.degroote.mcmaster.ca/](http://hsbh.degroote.mcmaster.ca/)
- News > Competition Details

- Packages
- Opening ceremony powerpoint
- Seminar powerpoints

- Youtube: HSBH McMaster for seminar podcasts
Check us out online!

- HSBH Website: http://hsbh.degroote.mcmaster.ca/
- Facebook: High School Business Heroes
- Twitter: @HSBH_McMaster
- YouTube: HSBH McMaster
Contact Information

Your Mentors
Contact mentors for their e-mail addresses 😊

Co-Chairs
Nick Davies and Mitchell Hawkes
hsbh@mcmaster.ca

Mentorship Coordinators
Nevine Hamwi and Emily Han
mentorship.hsbh@gmail.com
Questions, comments, concerns?