**Assignment following the lecture by Marcus Hemmingsen from MinLæring**

Wednesday 23 November at 8:30 in the canteen

In groups (see below), you are to prepare **a company profile** and **a promotional elevator pitch** of the company MinLæring.

Your presentation must include:

1. A **company profile** of MinLæring (select relevant points from ‘*How to write a company profile’ –* see below). You must include information from the lecture Wednesday 23 November in your profile. Remember to ask questions during the lecture so that you get the information you need.
2. A **promotional 30-second elevator pitch** to be published on MinLæring’s website. The purpose of the elevator pitch is to promote Minlæring to schools which may want to invest in the programme.

Before you make the pitch, listen to the video *'Message Map:* *How To Pitch Anything In 15 Seconds'* from Forbes at YouTube: <https://www.youtube.com/watch?v=phyU2BThK4Q&t=208s>

Show the pitch model with the brief text/points on you last PP-slide and be prepared to “pitch” your promotion as the final point of your company profile.

After the lecture you have the rest of your English lessons today to prepare the presentation. What you don’t finish today is homework. All groups must prepare a **PowerPoint** slide (or another visual aid) with important facts, numbers, and pictures. You must have relevant information on all slides – but don’t write everything you want to say on your slide.

Each presentation must last **5 minutes**, and all group members must talk. Divide the time equally between all group members. Practice and time your presentation – since only “cue cards” (talekort) are allowed for the presentation. No reading aloud. No computer in front of you – only the one showing the PP.

You work in the following groups and present in two rounds on.

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| Round A: | Round B: |
| Group 1: Jessica, Alexander west, Adriana og Mo | Group 1: Martin, Noga, Jakob, Konrad |
| Group 2: Mads, Lucas, Jonathan og Matti | Group 2: Pernille, Majse, Amalie og Anna |
| Group 3:Victor A, Sander, Magnus, Elias | Group 3: Felix, Lucas S, Mark, Alexander A |
| Group 4: Victor S Oskar Joshua Marius | Group 4: |

**How to write a company profile**

**Make a company profile of MinLæring. A company profile typically includes the following:**

* The history of the company
* Organisational structure
* Financial accounts/standing/profits
* Vision statement
* Mission statement
* Manufacturing/production (how and where)
* Supplier(s)/supply chains
* Products and product development, R&D (Research & Development)
* Sales/sales outlets
* Strategies: pricing, lead times, design, trend spotting, teamwork, etc.
* Marketing strategies: advertising spending/strategies/policies
* Target markets/groups
* Competitors
* Ethical policies, CSR
* Future prospects (diversification, etc.)
* …

*Include the elements that are relevant and available to you. Remember that you have the opportunity to ask questions at the lecture.*