

# Magic Bag

Getting young minds in the *Enterprise Zone!*

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## Key Facts

**Format:** 30 minutes including 5 minutes per group to prepare pitch.

**Target Group:** 11-16 year olds

**Group Size:** Up to 30

This activity is all about getting young people to think enterprise wise. It will encourage them to use their creative thinking skills to create pitch a product.



## Content:

- Class can be split into groups or pairs if needed.
- Random items are placed in a bag and passed around to everyone.
- An item at random is taken out of the bag and each group has five minutes to plan how they would sell this item.
- The group would have to consider the following:
  - Unique selling point
  - Target audience
  - Price (Including Offers and Deals)
  - The use and purpose of their product.
- The teams then present back to everyone and attempt to sell their product. The team with the most enterprising pitch receives a prize.

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## Outcomes:

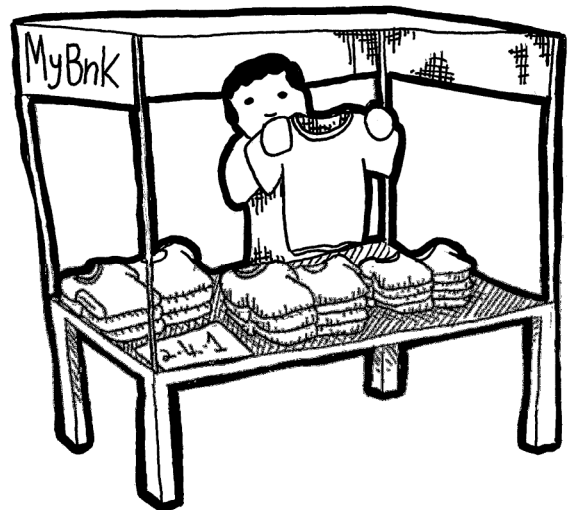
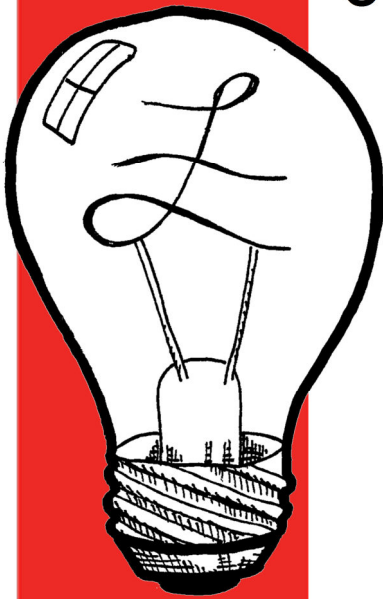
This activity helps young people begin to think about enterprise and entrepreneurship as they begin to think about how they could market their own products in the future.

## Skills:

- Creativity
- Improvisation
- Team work
- Presentation
- Understanding Business terms related to selling a product

## Overview:

- Up to 30 young people, they can work in groups or pairs if necessary.
- They take a random item out of a bag and are given 5 minutes to think about how they will pitch their idea.
- They then present back to the group trying to sell their product.
- The young person with the best sales pitch wins a prize.



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