

INTRAPRENEURSHIP PITCH

INNOVATING FROM WITHIN

💡 Week 2 (Wednesday) Individual Assignment: Intrapreneurship Pitch – Innovating from Within

Points: 20

Format: Narrated PowerPoint (voice-over recorded on slides)

🎯 Purpose

This assignment helps you understand **corporate entrepreneurship (intrapreneurship)** by simulating what it looks like to be an employee inside a large company who identifies an opportunity and pitches an innovative idea to leadership.

📝 Assignment Requirements

Step 1: Choose a Company (2 minutes)

Select **one large organization** to pitch to (real or realistic).

Examples: Google, Nike, Disney, Microsoft, Starbucks, etc.

Step 2: Identify a Challenge or Opportunity (5 minutes)

Brainstorm a real problem or growth opportunity in the company's industry. You may focus on areas such as:

- 🌱 Sustainability (waste reduction, eco-friendly operations, greener products)
- 👥 Employee well-being (culture, flexibility, retention, training, burnout)
- 🤖 New technology adoption (AI tools, automation, apps, data systems)
- 🌍 Market expansion (new demographic, new region, new product line)

Step 3: Create Your Intrapreneurship Pitch (Main work)

Develop a clear solution pitch that includes:

- 🔍 **The problem or opportunity** (what's happening and why it matters)
- 💡 **Your innovative idea/solution** (what you're proposing)
- 📈 **Benefits to the company** (profit, efficiency, customer value, reputation, retention, etc.)
- ⚠️ **Potential risks/obstacles** (cost, resistance, regulation, timeline, resources)
- ✅ **How you would implement it** (first steps + what success would look like)

🎥 Narrated PowerPoint Submission Rules

Required Deliverable

Submit **one narrated PowerPoint** with your voice recorded.

Suggested Slide Structure (6–8 slides)

1. **Title Slide** (company + pitch name)
2. **Company & Context** (who they are + why this area matters now)
3. **Problem/Opportunity** (evidence, trends, or clear explanation)
4. **Your Intrapreneurial Idea** (what it is and how it works)
5. **Benefits to the Company** (business value)
6. **Risks & Obstacles** (and how you would manage them)
7. **Implementation Plan** (first 30–90 days or key steps)
8. **Wrap-Up / Call to Action** (what you want leadership to approve)

Timing

- **Narration length: 2–3 minutes total**
- Keep slides clean and readable (avoid paragraphs on slides—use your narration for detail).

File Naming

LastName_FirstName_IntrapreneurshipPitch.pptx (or .mp4 if your system exports as video)

Grading Rubric (20 points)

1) Problem/Opportunity Clarity (4 points)

- Clearly explains the issue/opportunity and why it matters to the company.

2) Innovation & Idea Quality (5 points)

- The solution is creative, realistic, and fits the company's capabilities and brand.

3) Business Value & Benefits (5 points)

- Strong explanation of how the idea helps the company (measurable impact is a plus).

4) Risks & Practical Thinking (3 points)

- Identifies realistic obstacles and shows thoughtful mitigation.

5) Presentation & Narration Quality (3 points)

- Clear, confident narration; organized slides; professional delivery and pacing.

Optional Class Vote (If conducted in class)

If we do a class vote after viewing pitches, the **top idea** earns **+5 extra credit points**.

