



BUILDING YOUR TEAM

A MEETING ICEBREAKER GUIDE

FACILITATOR'S GUIDE

THE SHARK TANK PITCH

A Creative Icebreaker Game

Give a group two minutes and a broken stapler, and watch persuasion turn into a warm-up nobody expected.

Building Your Team
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Published July 2026
By the Editorial Team

EXECUTIVE SUMMARY

Pitch a Useless Object as a Must-Have Office Tool

The Shark Tank Pitch is a fast, creative icebreaker game built around pitching a useless object as a must-have office tool.

Groups receive random props — broken staplers, single socks, wilted plants — and have two minutes to deliver a persuasive pitch. The activity generates quick thinking and laughter while serving as a warm-up before substantive work. It works across sales kickoffs, all-hands meetings, leadership workshops, and virtual gatherings alike, with props held up on webcams just as easily as in the room. This paper walks a facilitator through setup, pitch ideas, running the activity, and debriefing it.

3–4

people per group for full participation

2 min

per pitch, with an audible countdown

<15 min

total activity length

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Setup & Materials



The activity needs almost nothing beyond a few odd objects and a timer.

- **One quirky or broken object** per small group — a broken stapler, a single sock, a wilted plant.
- **A visible countdown timer** — a phone timer or a shared screen works fine.
- **Optional:** a small prize for the best pitch.
- **Optional:** a notepad for pitch planning.

Groups of three to four people keep everyone participating; groups larger than five risk letting one person dominate the pitch. For 20 or more participants, split into multiple groups and have only a selection present to the whole room.

Pitch Angles to Spark Ideas



Give groups a menu of angles so no one stares at a blank page.

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|---|--|
| ■ Turn it into a productivity hack. | ■ Compare it to a real product it clearly isn't. |
| ■ Claim it solves a common office annoyance. | ■ Assign it a made-up scientific benefit. |
| ■ Give it a ridiculous brand name. | ■ Pitch it as the perfect coworker gift. |
| ■ Add a fake price point and a limited-edition label. | ■ Create a catchy tagline. |
| ■ Invent a customer testimonial on the spot. | ■ Promise a money-back guarantee. |

Run the Activity



Five steps take the room from random props to genuine laughs.

1 Distribute the props

Give one random prop to each group and challenge them to transform it into an office “must-have” within two minutes.

2 Prep the pitch

Allow three to five minutes for pitch preparation. Groups decide who will speak and craft one laugh-generating line.

3 Deliver the pitches

Run each two-minute pitch with an audible countdown, and encourage the audience to react.

4 Vote

Conduct a room vote by applause or show of hands. Keep it lighthearted rather than competitive.

5 Bridge into the agenda

Carry the pitch energy straight into the main meeting as transition momentum.

Debrief and Takeaway



A short debrief turns the laughs into a real lesson about persuasion.

- What made the winning pitch more convincing than the others?
- How did your group decide who would talk?
- What's a skill from this game that applies to real client pitches?
- Did the two-minute limit help or hurt your creativity?

Persuasion is a skill, not a personality trait.

The exercise demonstrates this in under fifteen minutes, giving even quieter team members a chance to build pitch confidence.

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- 01 **The Alternative Uses Game: A Fast Ice Breaker Game.** buildingyourteam.com/alternative-uses-game-ice-breaker
 - 02 **The Missing Piece Jigsaw: A Team-Building Icebreaker Game.** buildingyourteam.com/missing-piece-jigsaw-icebreaker-game
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ABOUT



Building Your Team is a division of The Leaders Institute®, the company that pioneered the Build-A-Bike® charity team-building activity in 2005. Building Your Team publishes practical, field-tested team-building activities and facilitation guides for corporate meeting planners, HR leaders, and event professionals.

Want us to facilitate this activity for your group?

Talk with our team about running the Shark Tank Pitch, or another team-building activity, at your next meeting.

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