

Pitch Your Invention!



Purpose

Many people have brilliant ideas but struggle sharing them with the world. Arguably the *pitch*, or quick presentation of your idea, is just as important as the idea itself. Without a strong pitch, people may ignore it altogether! In this lesson, we'll create our own inventions and pitch them to constituents. Not only will we learn about building a great presentation, but consider the importance of feedback and changing our perspective on our ideas.

Introduction

When talking about your ideas – whether it be a business venture, raising money for charity, or a scientific breakthrough – it's important to recognize that your presentation *matters*. Being able to clearly communicate your thoughts ensures that everyone understands the significance of what you're saying, giving them the opportunity to support you.

Depending on the type of venture, a business pitch can be anywhere from 2 to 20 minutes. Usually accompanied by a slideshow and financial data, these pitches are shown briefly on popular shows like *Shark Tank* and *Dragon's Den*.

[This guide from SAIS Programme](#) highlights the elements of a perfect pitch. As you watch, consider:

What are the elements of a pitch? What are they?

1. Introductions / Greeting: Greeting everyone.
2.
3. Problem: Describing why the issue is important using facts & figures.
4.
5. Unique Value Proposition: Why is your solution the best?
6.
7. Team: Who are they? What makes them the right one to do this?
8.
9. Wrap-up: Go back to where you started, close the "circle."
10.

Why is it important to speak slowly and take time for pauses?

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To be concise, how would you rewrite this phrase? "We are looking to design..."

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Consider This

Alongside pitches, presenters tend to have a slide or pitch deck. This is a short, simple presentation with minimal text and simple graphics. Here are two examples from real companies:

- [Airbnb](#)
- [TouristEye](#)

What stands out about the images, text, and design?

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What information is being presented in these pitch decks?

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Narrow it Down

In this activity, you will create your own pitch for a brand new product using the upcoming prompts. All your classmates will be start-up business owners in competition to sell their pitch. Soon, you will be given a random concept, problem, and budget to create your own invention. It can be as traditional or wacky as you wish!

To prepare, you'll need to create:

- A short (1-2 minute) presentation. Utilize the layout and ideas using the previously shown video as an example.
- A pitch deck or poster that exemplifies your product. Be sure to design your ideas using the above pitch decks as examples.

Four of your classmates will be investors. They will have unique perspectives that will dictate their investment decisions. Further, they'll have a limited amount of cash to lend out.

You will receive a **prompt card**. Your prompt is a description or inspiration for your product that you'll create. It may have a specific problem your product or service needs to solve, or have a starting point for your creation:



Then, you'll receive a **modifier card**. This is something that must be included in your creation or during your pitch:

INCORPORATE A DANCE ROUTINE INTO
YOUR PITCH

Finally, you'll receive a **budget card**. This is how much money you need for your project that you'll ask investors for:

20,000

While you're creating your presentation, investors will work with one company as their side project, helping you create your idea (but not investing in it!) Keep in mind that investor funds are limited!

<p>ECO-CONSCIOUS:</p> <p>YOU ESPECIALLY CARE ABOUT PRODUCTS THAT NOT ONLY ARE GREAT IDEAS, BUT MAKE OUR ENVIRONMENT A BETTER PLACE.</p> <p>YOU SHOULD ASK QUESTIONS THAT FOCUS ON ENVIRONMENTAL IMPACT. IF THEY CAN'T ANSWER OR HARM NATURE, DON'T INVEST!</p> <p>OVERALL BUDGET:</p>	<p>DATA-FOCUSED</p> <p>YOU ESPECIALLY CARE ABOUT COMPANIES THAT KNOW THEIR NUMBERS AND FINANCIAL INFO.</p> <p>YOU SHOULD ASK QUESTIONS THAT FOCUS ON BUDGET, COSTS, AND PROFITS. IF THEY CAN'T ANSWER OR DON'T KNOW THEIR NUMBERS, DON'T INVEST!</p> <p>OVERALL BUDGET:</p>
<p>RETAIL EMPIRE</p> <p>YOU ESPECIALLY CARE ABOUT PRODUCTS THAT ARE NOT ONLY GREAT IDEAS, BUT WORK WELL IN A PHYSICAL STORE.</p> <p>YOU SHOULD ASK QUESTIONS THAT FOCUS ON MARKETING IN STORES. IF THEY CAN'T ANSWER OR ARE ONLY DIGITAL PRODUCTS, DON'T INVEST!</p> <p>OVERALL BUDGET:</p>	<p>ANGEL INVESTOR</p> <p>YOU ESPECIALLY CARE ABOUT COMPANIES THAT ARE PASSIONATE, GREAT PRESENTERS. YOU DON'T NECESSARILY CARE ABOUT THE VIABILITY OF THEIR IDEA!</p> <p>YOU SHOULD ASK QUESTIONS THAT FOCUS ON PASSIONATE, CARING COMPANIES. IF THEY CAN'T ANSWER OR HESITATE, DON'T INVEST!</p> <p>OVERALL BUDGET:</p>

After presenting, consider:

Were you successful in your presentation? Why or why not?






What would you change if you were to present again?

What made this activity challenging?

What presentation was your favorite? Why?

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Reflect

How would you rate your understanding of this concept? <i>Place an "X" in the corresponding box below.</i>				
				

How has your understanding of this concept changed as a result of this lesson?

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Which individual or community actions could this activity inspire?

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Why is it important to be able to clearly present ideas? Then, consider why listening to others about their ideas may matter.

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