INDEPENDENT INVENTOR SESSION 6: COMMUNCATING- THE PITCH

(Recommended for students competing in invention fairs.)

Base Time: 30 minutes

Today I Will…

Today you will craft a live presentation (pitch) to tell others about your invention and the problem it solves. When creating a pitch, it is important to be detailed but also to be concise (not take too long) so that your view will be interested in what you have to say.

NOTE: A live presentation is required for state, regional and national invention conventions.

I Will Need…

Materials I Need:

- YIP Inventor's Journals
- Invention Presentation Videos:
  - Team Bus Safety Stop, *(K-12 Inventure, 3:15 minutes)*
    VIDEO LINK: https://youtu.be/EpPKDxBEnw4
  - Insulin Plunger, *(Invention Convention 2019, 3:32 minutes)*
    VIDEO LINK: https://www.youtube.com/watch?v=HwqYjO906-0&feature=youtu.be
  - The SipBit, *(Invention Convention 2019, 3:03 minutes)*
    VIDEO LINK: https://www.youtube.com/watch?v=V5Wp1qSfziY&feature=youtu.be
- Pitch and Display Information Example
- Worksheet: Presentation Pitch
- Pens/Pencils for writing

Good Things to Know Before I Begin…

This activity will help you prepare a presentation to share your invention process and invention design with others. A presentation is required for participation in state, regional and national invention conventions such as the Northern New England Invention Convention, the Vermont Invention Fair and the Invention Convention US Nationals.

NOTE: Independent Inventors (like you!) must participate and present your invention at the Independent Student Invention Fair to be eligible to compete in regional, state and national competitions such as the New England Invention Convention, Vermont Invention Fair, Invention Convention US Nationals. The Independent Student Invention Fair usually takes place in late February or early March. Visit the Compete Page on the YIP website for information.

Listed below are the competition requirements for the live presentation:

Live Presentation Requirements:

All presentations should include the following information and should be no more than 6 minutes in length.

Student(s) Name(s)
Student(s) Grade(s)
Student(s) School
School City, State
Name of Invention

Statement of the problem
Explanation of the invention as a solution to the problem

Inventor Activity

You should now have a final invention prototype and be ready to present your invention to an audience.

Before sharing your invention with others, it should have a name. If you have already chosen a name for your invention, move on to the presentation pitch. But if you are struggling to name your invention, do the activity below.

Activity: Naming Your Invention

An Invention name should be descriptive of the invention and the problem it solves, but also appeal to the target audience (who the invention benefits). Think of common product names of things around your house such as Rice Krispies, Nike shoes, Nintendo, etc. What do these names tell you about the product or how do they relate to the product? Now think about your invention.

1. What is your invention and what is its purpose?
2. Who is the target audience? Who will benefit most? Who is the invention made for?

Remember that a good name is easy to pronounce and easy for others to remember. Invention names can be named in several ways

1. Incorporating the inventors' name. Example: Levi Jeans, Kraft Macaroni and Cheese
2. Using the components of the invention. Example: Peanut Butter, Duct Tape
3. Using initials or acronyms. Example: SCUBA (Self Contained Underwater Breathing Apparatus)
4. Using word combinations, rhyming and/or alliteration. Example: Hula Hoop, Pudding Pops, Kit Kat
5. Using the invention's purpose. Example: vacuum cleaner, earmuffs

Ideate (brainstorm) some ideas for your invention and ask others what they think of the invention name. Is it appropriate? Does it tell them what the invention is? Is it catchy? Your family and friends may have some ideas as well. Be creative.

Once you have named your invention you are ready to craft your presentation, or pitch. This is the 2-6 minute speech you will give to tell people all about your new great idea! An effective pitch will communicate your invention and let others know how it solves the problem and why they would want to use it.

Wath these real-life kid inventors from Invention Convention. Look for elements of a good presentation as you watch the videos.

VIDEO LINKS:

- Team Bus Safety Stop, *(K-12 Inventure, 3:15 minutes)*
  Video Link: https://youtu.be/EpPKDxBEnw4
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  Video Link: https://www.youtube.com/watch?v=HwqYjO906-0&feature=youtu.be
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  Video Link: https://www.youtube.com/watch?v=V5Wp1qSfziY&feature=youtu.be

After each video, think about the following:

1. Was the name/title catchy- does it make you want to buy the product?
2. Do you understand what the problem was and the solution?
3. Does the invention solve the problem?
4. Did the inventor talk about challenges? If yes, how did they overcome them along the way?
5. Did they identify the target audience for the product?

Activity: Creating a Presentation Pitch

Use the Presentation Pitch Worksheet to write what you want to include in your presentation. This worksheet will help you highlight the important aspects and features of your invention and how the invention idea is a solution to your original problem.

Once you have this outline, you can further develop a script for the presentation. Your presentation should be about 2-5 minutes long and no more than 6 minutes.

When you are ready, share your presentation pitch with someone else.