

Putting the Pitch Together

Chocolate Company: Design Challenge 11

Driving Question: *How do you put together an effective pitch?*

Purpose and Learning Objectives

Students will develop and practice their team pitch.

Standards:

Science	ELA/ELD	Math	HSS	Other
- NGSS SEP: Engaging in Argument from Evidence - NGSS SEP: Obtaining, Evaluating, and Communicating Information	- CCSS.ELA-LITERACY.RI.5.8 - CCSS.ELA-LITERACY.RI.5.5 - CCSS.ELA-LITERACY.W.5.1	N/A	N/A	N/A

Assessment:

- Summative: Final Pitch

Materials:

- Laptop
- [Chocolate Company Final Pitch Rubric](#)

Agenda: *Engage, Explore, Explain, Extend/Elaborate, Evaluate*

5Es	Activity	Students Will...	Teachers Will...	Timing
Engage	Analyzing Front Labels	Analyze example pitches, and consider what might be the best way to organize their pitch.	Support students to consider what would be the best way to organize their pitch. It is recommended that students watch a few examples from Shark Tank.	15
Extend & Elaborate	Putting the Pieces Together	Develop their final pitch based on the requirements in the Chocolate Company Final Pitch Rubric .	Support students to develop all the required elements of their pitch - see Chocolate Company Final Pitch Rubric .	Varies

Evaluate	Practice	Students will develop and practice their pitch.	Teacher will facilitate the process for students to practice their presentation. Recommended activities include: • Roles and Responsibilities: Each Team member become responsible for one key role in the presentation. • Practice: Students practice their pitch in front of another team. • Practice: Students video a practice pitch and give themselves feedback.	30
Evaluate	Students will deliver a final presentation for a panel of judges, who will be using criteria on the Chocolate Company Final Pitch Rubric .			10 min per team