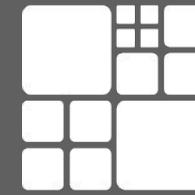


## COURSE

# INTRODUCTION TO APP DEVELOPMENT



Apps  
for  
Good

## SESSION 10

# PITCH IT

## MODULE 5

# PITCH

# Objectives

## CORE

- Understand how to present your ideas effectively

## CHALLENGE

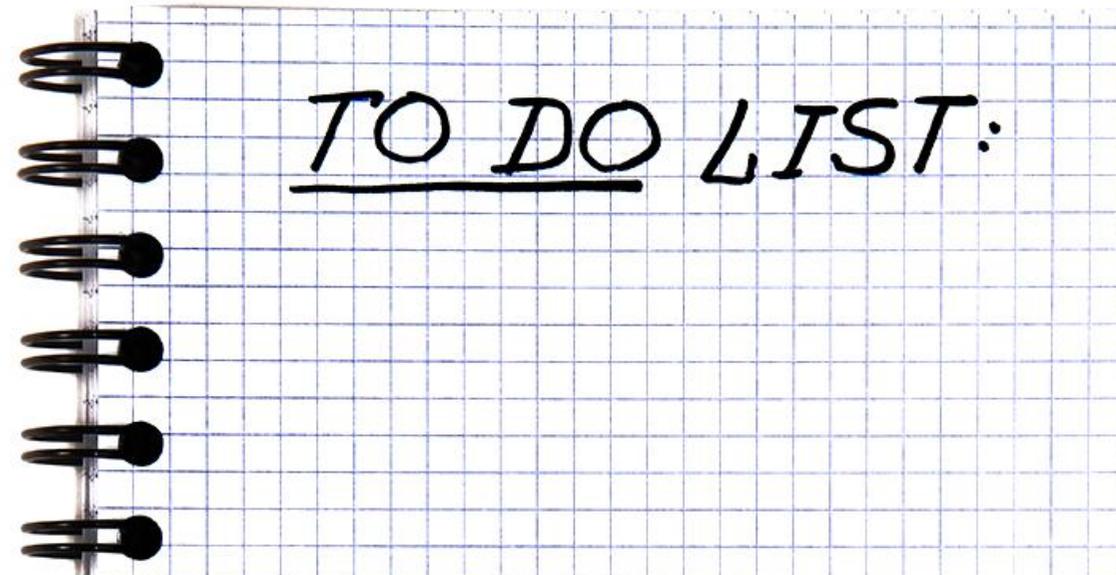
- Be able to summarise the key points of your app in a short presentation

# Session activities

5.1 – Prepare your pitch

Practice and deliver your pitch – *Off workbook*

5.2 – Reflect on your project

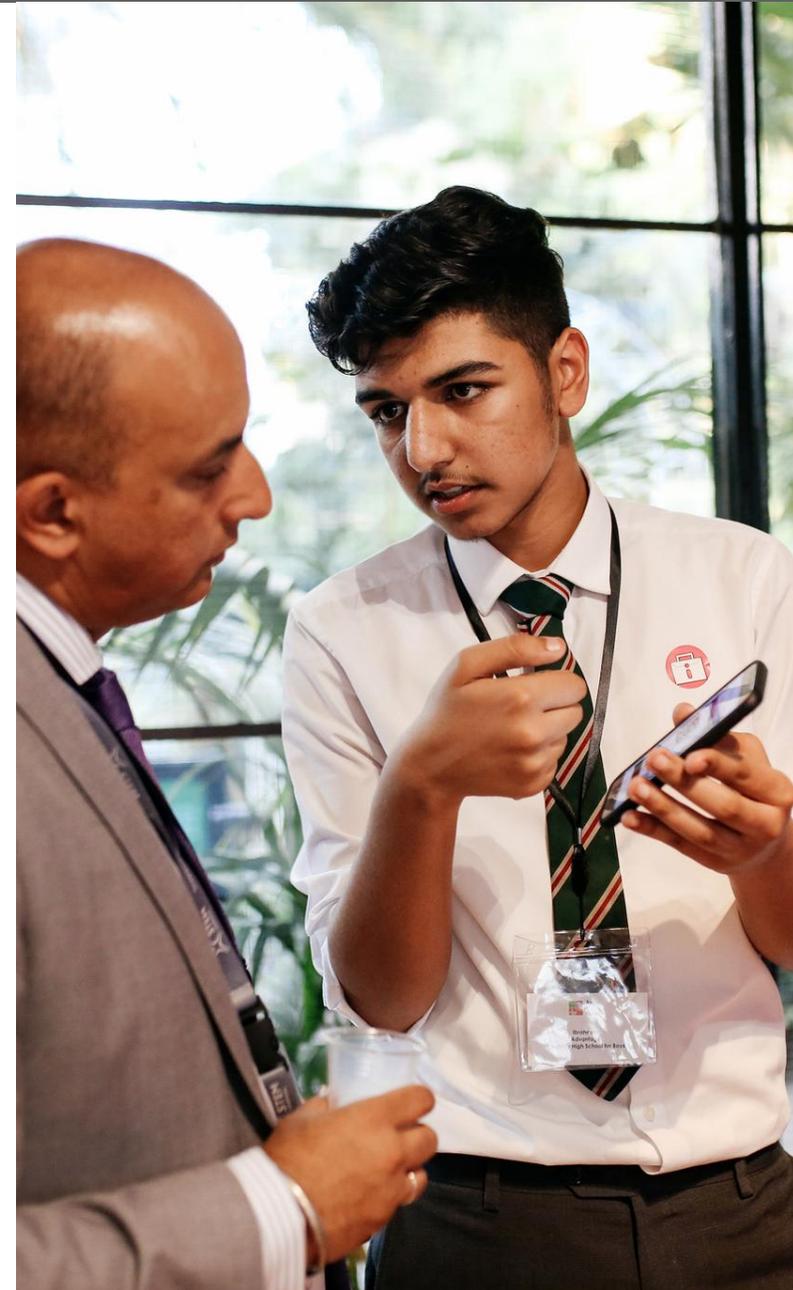


# 5.1 – Prepare your pitch

## Pitching

It is now time to tell people about your app idea.

Telling other people about your product and persuading them to buy it is known as pitching.



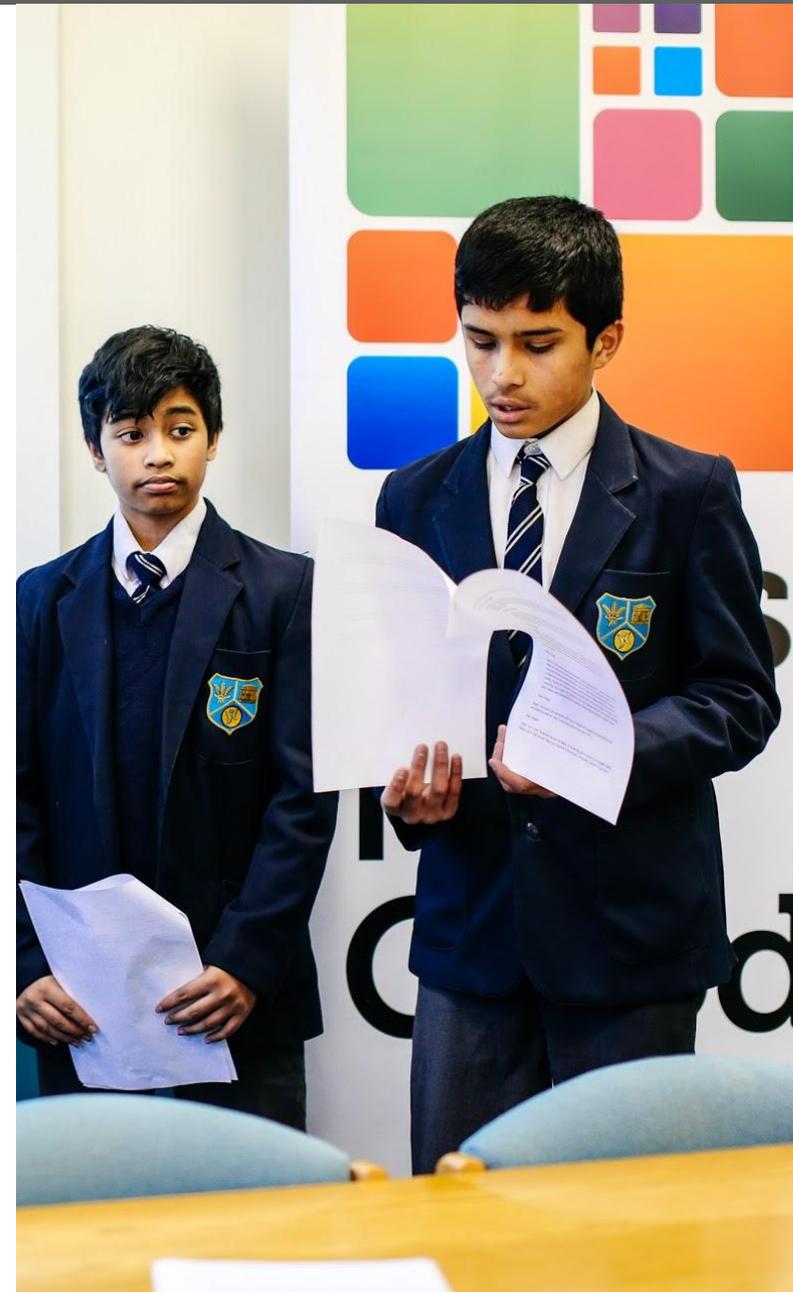
# 5.1 – Prepare your pitch

## Activity

Use PowerPoint, Keynote or [Google Slides](#) to create your pitch.

## Tips

- Your presentation should take about 5 minutes
- Think about using pictures
- Don't be too wordy – look at the next screen, which slide is easier to read?



# 5.1 – Prepare your pitch

Which of these slides is easier to read?

Our app is targeted at dog walkers. It will be used by people aged 20-60 who have smart phones. We think it will help lots of people as it will show them new places to walk their dogs and they will be able to meet lots of other dog walkers. We are very excited about the app and we think it will be a great success. We are really excited about our new app and we hope that lots of other people will be too.

Slide 1

Our app is targeted  
at dog walkers

Side 2

## ACTIVITY 5.1

### PREPARE YOUR PITCH

## MODULE 5

### PITCH



App name and slogan	Our problem	Our app
Team member _____ Notes:	Team member _____ Notes:	Team member _____ Notes:
Our prototype	Target users	Conclusion
Team member _____ Notes:	Team member _____ Notes:	Team member _____ Notes:

It is now time to tell people about your app idea. Telling other people about your product and persuading them to buy it is known as pitching. Use this worksheet to divide up the presentation and allocate sections to each member of the team.

**NAME**

# Practice and deliver your pitch

## Practice

The best way to feel confident about your pitch is to practice, practice and practice.

- Use a timer to make sure that you are spending the right amount of time on each slide – you don't want to miss any slides out
- Memorize the main points so that you can say the pitch with just a few keywords or flashcards - this will make it easier for you to make eye contact with your audience
- Pay attention to body language and practice making your voice loud, clear and confident

# 5.2 – Reflect on your project

## Retrospectives

Tech teams run retrospectives, as a way to review and look back on a project. This helps teams and individuals improve.

## Activity

Think about the following questions:

- What has gone well with your app development?
- What could have gone better with app development?
- What has been good about how your team has worked together?
- How could your team have worked better together?

## ACTIVITY 5.2

### REFLECT ON YOUR PROJECT

## MODULE 5

### PITCH



What has gone well with your app development?	What could have gone better with your app development?
What has been good about how your team has worked together?	How could your team have worked better together?

Reviewing a project helps you identify what went well, and what not so well, so that you can improve how you work in your next project. It's something all tech development teams do. Review your progress against the success criteria you drew up at the start of the project.

**NAME**

**WELL DONE**



**Yay!**

**COURSE  
COMPLETE**