

10 SHOW AND TELL





01 WHY-HOW-WHAT

By now you already have a working prototype and you can't wait to share your idea with the rest of the world! This activity sheet will help you build your project pitch to potential supporters.

60+ min

Building an effective project pitch

To maximize the impact of your project, you will need to convince others to support your cause. Whether it's a school principal, a city planner, or a potential sponsor, you need to help your audience understand the importance of the issue, how your project can address it, and how your audience can help.

Traditionally, many pitches and advertisements start with what the product can do. But we want you to connect with the audience on a deeper level, by first telling them the purpose of your work, and the process your team went through, then finally what your project can accomplish. This is the Why-How-What formula.

Your pitch should be no longer than **5 minutes**. Use strong visual aids, such as photos and diagrams, to convey your message.

1. Why: The Purpose

- What is the community challenge that you are addressing?
- Why is the issue important to your community? Why should they care?
- Restate your *How Might We* question.

2. How: The Process

- What did your team do to find more data or information about the issue?
- Who did you talk to? What did they tell you?
- What did you see on your site visits?

3. What: The Result

- What is your team's idea?
- Which aspect(s) of the community challenge are you addressing?
- What are you testing with this prototype?

4. Conclusion:

- What do you hope to accomplish?
- What still needs to be done?
- How can your audience support your project?



02 SUBMISSION

Submit the following items to your school chapter folder on Google Drive:

1. **Create a new subfolder and name it "Activity 10"**
2. **Upload the following items in the subfolder:**
 - A slideshow for your project pitch on Google Slides using the "1UP School Chapter Presentation Template" found in the Activity Sheets folder. **Please make sure to make a copy of the template** and move it to your chapter's submission folder **before making any edits**. Follow the instructions in the template to customize your slides.
3. **Practice the project pitch with your team and present it to your mentor at least once for feedback.**