7 SHOW AND TELL

01

WHY-HOW-WHAT

Now that your chapter has a prototype, it's time to share it with the world! This activity sheet will guide you in delivering a project pitch. 60+ minutes

Building an effective project pitch

Every good project has an effective, convincing pitch. This is a good opportunity to practice your presentation and pitching skills. Your pitch will help your audience understand the importance of the issue you're talking and how your project can address it.

Traditionally, many pitches and advertisements start with what the product can do. However, 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 proposed elements and ideas can accomplish. This is the Why-How-What formula.

Your pitch should be no longer than **5 minutes,** We encourage you to also invite your friends from outside the chapter to listen in on your pitch and provide feedback! Ensure that your prototype is visible for everyone to see. The Secretary should film each group's pitch.

1. Why: The Purpose
What is the challenge that you are addressing?
Restate your How Might We question

2. How: The Process
What did your team do to find more information about the issue? Who did you talk to? What did you see on your site visit?

3. What: The Result
What is your team's proposed elements and ideas? How are they incorporated into the exisiting site? How does it address the challenge?

4. Conclusion
How does your team's prototype address the challenge?

02 SUBMISSION

Submit the following items to your school chapter folder on Google Drive in the subfolder titled "Activity 7"
• A recording of each group's project pitch

Post on your Instagram account
• Create an Instagram Reel to showcase your pitch
• Be creative! Experiment with the different editing features
• In the caption, share how your chapter's pitch helps improve a local space and/or address a community challenge
• Be sure to tag @1uptoronto in the caption of your Instagram Reel

Share the following to Discord in the channel titled "activity-sheets-submissions" for other school chapters to see
• A link to your chapter's Instagram Reel

With the support of your mentor and the Urban Minds team, refine your project pitch and prepare for a live presentation to a panel of judges at the 1UP Design-Build Pitches event in January. This will be your chance to win an additional funding of $1,000 to help implement your project.