Pitch Prep

45 seconds of fun!
Playtesting!
Friday, March 6th from 1:30pm-5pm
signup by 5 PM Tuesday
Idea Presentation
Wednesday, here in class!
45 seconds per poster (2:15 per team)
Rehearsal Signups for teams on the course website
Posters to room before 3:20pm Wednesday (PDL Closes at 3:00pm)
Extra poster hours Monday 5-8pm (also lecture time)

the ideas presentation!
Goals for Today

Get your pitches good-to-go!

1) Work on pitch narrative variations, as a team

2) Work on posters, as needed
FRANKENPITCH!
FRANKENPITCH

a 45 second idea pitch has a typical structure!

1. **Introduction**: captivating opening line *(5s)*

2. **Concept**: toy name, definition, user *(10s)*

3. **High-level attributes**: core components, how to play *(15s)*

4. **Context**: where to play *(5s)*

5. **Differentiate**: core difference from existing similar toys or play *(5s)*

6. **Closing**: overarching play-value of toy *(5s)*
Team Pitch Writing

A 45 second idea pitch has a typical structure!

Toy Product Idea #1: __________________________

Final Pitch Sheet!

1. **Introduction**: captivating opening line (5s)

2. **Concept**: toy name, definition, user (10s)

3. **High-level attributes**: core components, how to play (15s)

4. **Context**: where to play (5s)

5. **Differentiate**: core difference from similar toys or play (5s)

6. **Closing**: overarching play-value of toy (5s)

Toy Product Idea #2: __________________________
TEAM PITCH WRITING

a 45 second idea pitch has a typical structure!

Toy Product Idea #1: ______________________________________

Final Pitch Sheet!

1. **Introduction**: captivating opening line (5s)

2. **Concept**: toy name, definition, user (10s)

5. **Differentiate**: core difference from similar toys or play (5s)

6. **Closing**: overarching play-value of toy (5s)

Toy Product Idea #1: ______________________________________

Final Pitch Sheet, **Freestyle**!

1. **Introduction**: captivating opening line (5s)

5. **Differentiate**: core difference from similar toys or play (5s)

6. **Closing**: overarching play-value of toy (5s)