FRANKENPITCH

a 45 second idea pitch has a typical structure!

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

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

3. **Play value:** core affordances, 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)**