Pitching

Instructions: Use this framework to help synthesize what you learned from your design challenge and get ready to pitch why your idea will have the greatest impact to potential funders.

1 WHAT IS YOUR IDEA?

2 WHO IS YOUR AUDIENCE FOR YOUR PITCH?

3 WHAT IS THE PROBLEM?
Why is it a problem worth solving? Who is involved? What are the consequences if this goes unsolved?

4 WHAT IS YOUR SOLUTION?
How are you going to address this problem in a new and novel way? What’s involved in your solution?

5 WHAT IS THE POTENTIAL NEAR-TERM IMPACT?
How is your solution going to create positive learning outcomes for at least 20 students in the near future?

6 WHY DOES THIS MATTER?
Why are you invested in creating this change? Why should your audience be invested?

7 WHAT IS THE TIMELINE?
Can you implement a pilot of this idea in the next two school terms? If so, how? If not, why?

8 WHAT RESOURCES DO YOU NEED?
What personnel might you need? What space might you need? What materials might you need?

9 BASED ON WHAT YOU STATED ABOVE, HOW MUCH FINANCIAL SUPPORT DO YOU NEED?
What might the budget be for this initiative?

10 WHAT IS THE POTENTIAL LONG-TERM IMPACT?
How might your solution be replicable in other classrooms, grade levels and schools?