

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.

STORYTELLING

PITCHING

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?

