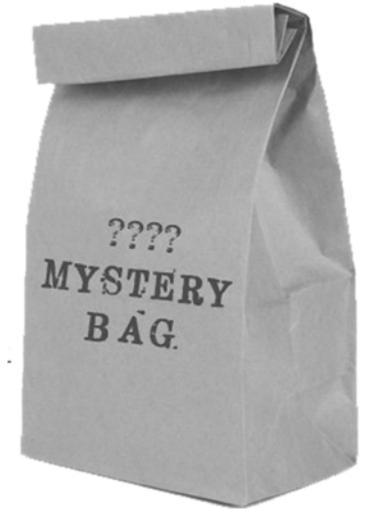


ACTIVITY ONE: HALF-BAKED

Create a 1 Minute Pitch with the items in your mystery bag.

STUDENT INSTRUCTIONS:

1. Select a mystery bag.
2. You will then be given 20 minutes, a large piece of paper and some pens.
3. Your job is to create a (half-baked) solution to a problem by using the contents of the mystery bag.
4. You'll also need to use that time to come up with a name and a logo as well.
5. After the 20 minutes are up you will have 1 minute to pitch your idea.
6. Use the below template as a guide:



Hi, we're {name}. The problem we're solving is {problem}. It is for {who}. Our solution is {solution}.

TEACHER INSTRUCTIONS:

Go in search of some mystery items for your mystery bags, see below for ideas. Try your local \$2 dollar shop to save some coin. Get TWO (or three) random items and put them in a mystery bag (try paper bags or envelopes) which students cannot see through. You will need enough bags and items for every group. It can be cool to number the bags and then ask groups to pick a number, or you can just ask them to randomly select a bag.

Mystery bag item ideas: Go for small multipacks, mostly toys, such as insects, farm animals, bubbles, tools, food items and much more.

NOTE: IF YOUR BUDGET DOES NOT ALLOW FOR ITEMS TRY COMBINING TWO WORDS INSTEAD.

ACTIVITY TWO: THE GOLDEN CIRCLE

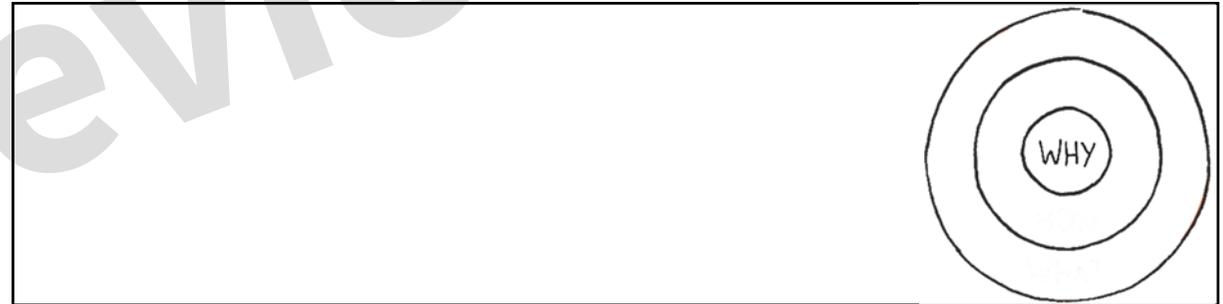
Group:

Outline your own Why, How and What

WHY: Purpose, cause or belief.

The Why is the single driving motivation for action. It is the reason behind your mission, vision, values and sustainability objectives.

Why do you do what you do?



HOW: Values or guiding principles.

Hows are the specific actions that are taken to realise the Why. The Hows are your mission, vision, values and sustainability objectives.

How do you intend on fulfilling your why?



WHAT: Proof or results.

Whats are the tangible manifestations of the Why. They are what you do, your product/ service, USP, value proposition and/or product differentiation. What do you actually do?



ACTIVITY THREE: BLUEPRINT – THE PITCH

Group:

Use this template to create a blueprint of your pitch. Start with Post-Its, whiteboard markers on a laminate or pencil to allow for quick alterations and modifications when creating a prototype of your pitch.

The Catch		The Story		The Details		The Close	
<i>Take off like an F18, tell stories, make jokes, ask questions, use quotes and statistics.</i>		<i>State your why, keep it simple, give the reason for your story, make it a true story, and make sure you don't read it.</i>		<i>State your how & what, prune your details and decide what's most important. Make sure it's the right stuff from people, objectives, innovation, marketing and finances.</i>		<i>Finish strongly by appealing to emotion and make sure you stand out from the crowd.</i>	
Timing:		Timing:		Timing:		Timing:	
Props and Costumes							
<i>Props and costumes help you grab attention, make drama, demoing your product will help provide clarity and make you credible.</i>							

ACTIVITY FOUR: BLUEPRINT – THE SLIDES

Group:

Use Post-Its or the template to blueprint your slideshow, this will allow you to quickly arrange and rearrange your slides. Remember the slideshow is only an add-on to enhance the pitch and should be made after you have written your pitch.

The Slideshow			
1	2 <i>Keep the look consistent</i>	3	4 <i>Try a black background</i>
5 <i>Don't give the audience motion sickness</i>	6	7 <i>No smaller than 30-pt font</i>	8
9	10 <i>Try to keep to 10 slides</i>	11	12
13	14	15 <i>That's a lot of slides</i>	16
<i>"People will forget what you said and did, but they will never forget how you made them feel." - Maya Angelou</i>			

Preview

Preview