

441fall2021

Assignment - Your App Idea

“The Need/Pain/Problem Pitch” - #1, #2

DUE: 9/3, 9/8

Pitch #1 – 5 seconds max (does NOT count saying your name)

Jan 22, Jan 25

1. Say your name... slowly, enunciate clearly.
2. Give your “need/problem” pitch; start with these types of locutions:
 - X needs...
 - X has a problem; X can’t do....
 - I was watching X; they need....
where X = shoppers, music listeners, Blue bus riders, sports fans, 15-year-olds – a SPECIFIC group
Example: Shoppers leaving a Costco often have a problem finding their car in the huge parking lot.

Pitch #2 – 10 seconds max (does NOT count saying your name)

Jan 27

1. Say your name... sloooooooooooooooooooooooooooooowly, **e-nun-ci-ate** clearly.
2. Give your “need/problem” pitch; start with these types of locutions:
 - X needs... a Y will address this need that does Z
 - X has a problem; X can’t do....
 - I was watching X; they need....
where X = shoppers, music listeners, Blue bus riders, sports fans, 15-year-olds – a SPECIFIC group
where Y = IOS app, Chrome extension, Alexa skill, etc.
where Z = some implementation details
Example: Shoppers leaving a Costco often have a problem finding their car in the huge parking lot. I think Augmented Reality technology will be useful in addressing this problem. IOS has an AR toolkit for the iPhone that we can use.
3. **DO NOT DROP YOUR VOICE AT THE END of your pitch**
4. **DO NOT DROP YOUR VOICE AT THE END of your pitch**
5. **DO NOT DROP YOUR VOICE AT THE END of your pitch**
6. **DO NOT DROP YOUR VOICE AT THE END of your pitch**

I urge you to practice out loud – not just in your head.

I urge you to deliver your pitch standing straight, hands out of your pockets.

AFTER Pitch #2 – Project Teams Are Formed –

You don’t leave the zoom-room until you have a three-person team.