

441winter2021

Friday, Jan 29, 2021

Prepare for Preso #1 – Flesh Out & Hone One Sentence Pitch

Template for One Sentence Pitch (from Tech Crunch article, below):

- Our group _ (insert name of group),
- to help _ (a defined audience)
- to solve a problem _ (problem)
- with _ (secret sauce – what is your SPECIAL strategy/idea/technique that will actually solve the problem?)

Read these BEFORE coming to class on Friday!!

<https://techcrunch.com/2012/04/24/one-sentence-pitch-winners/> USE TEMPLATE

<https://www.riskology.co/elevator-pitch/> (scroll down; no need to enter your email)

Your goal in class is to develop a One Sentence Pitch for Preso #1.

- **First 15 Minutes:** Meet in your group and use the above format to make a One Sentence Pitch (**Slide 1 and Slide 7**) – BE SURE **TO HAVE READ** THE ARTICLES AT THE URLS ABOVE!!!!
- **Second 10 Minutes:** Pair up with another team; present to each other; critique each other's pitch. (I will put two teams in one zoomRoom.)
- **Next 10 Minutes:** REVISE One sentence pitch.
- Return to Class – and make your pitch to the class!

REMEMBER: **Iterate, iterate, iterate.** Each time you present, get feedback; then tweak; then present. Incremental steps... that's Agile Software Development... that's good problem solving hygiene, actually!
Based on feedback, improve!