

441winter2022

Friday, Jan 14, 2022

## 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!!**

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- <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)
- look at the first presentations of groups from previous semesters:  
<http://soloway.pbworks.com/w/page/143000172/Soundify> (scroll down!)  
<http://soloway.pbworks.com/w/page/143044770/Ski%20Locale>

Your goal in class is to develop a One Sentence Pitch AND develop your preso deck for your project.

- First 15 Minutes: Meet in your group and use the above format to make a One Sentence Pitch (Slide 1 and Slide 7)
- Next 10 Minutes: Pair up with another team; present to each other; critique each other's pitch
- Next 10 Minutes: REVISE One sentence pitch.
- Next 10 minutes: find another group and make the One Sentence Pitch
- Last 5 minutes: Sing and Dance

Iterate, iterate, iterate. Each time you present, get feedback; then tweak; then present again.

Incremental steps... that's Agile Software Development... that's good problem solving hygiene, actually!

Based on feedback... improve!