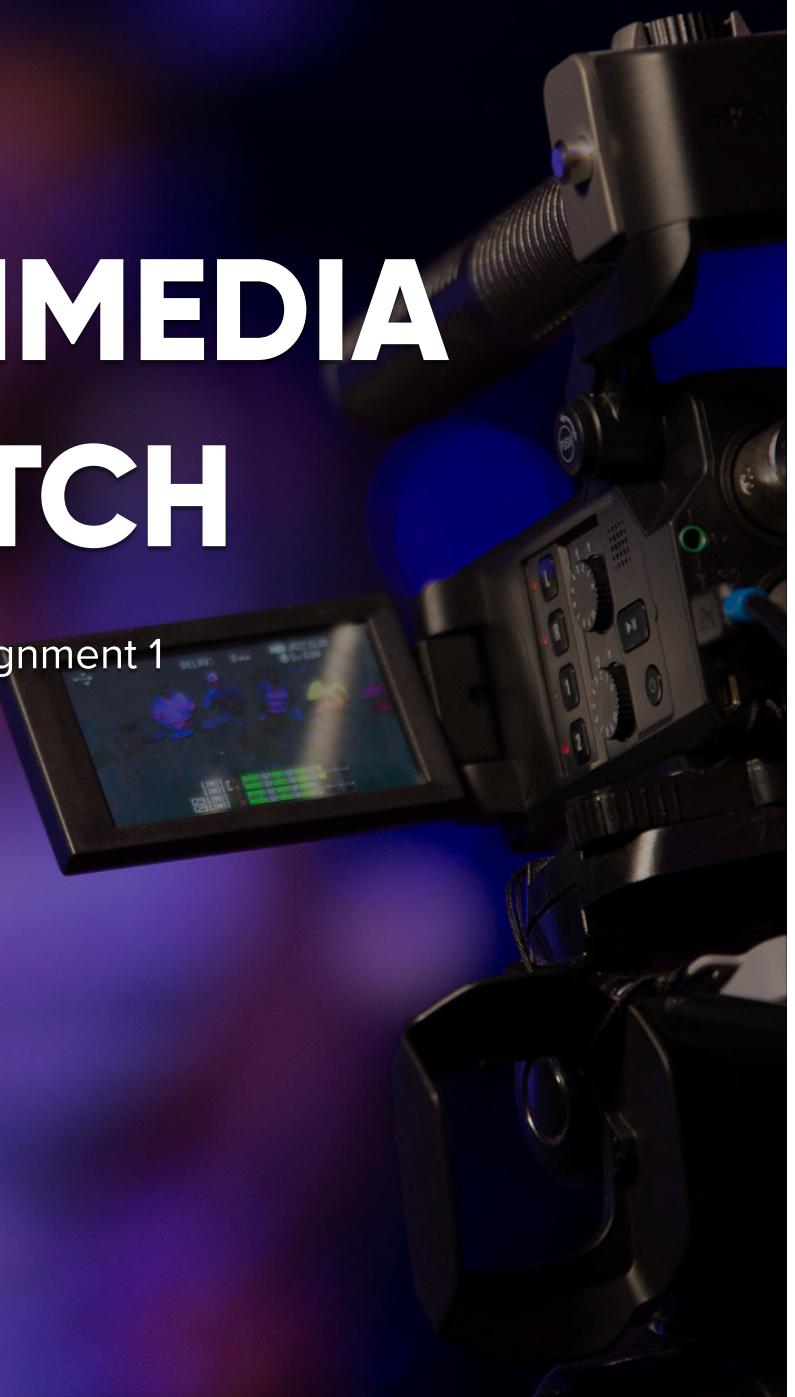


MULTIMEDIA PITCH

Assignment 1



[Photo by Benjamin Lehman, Pexels]

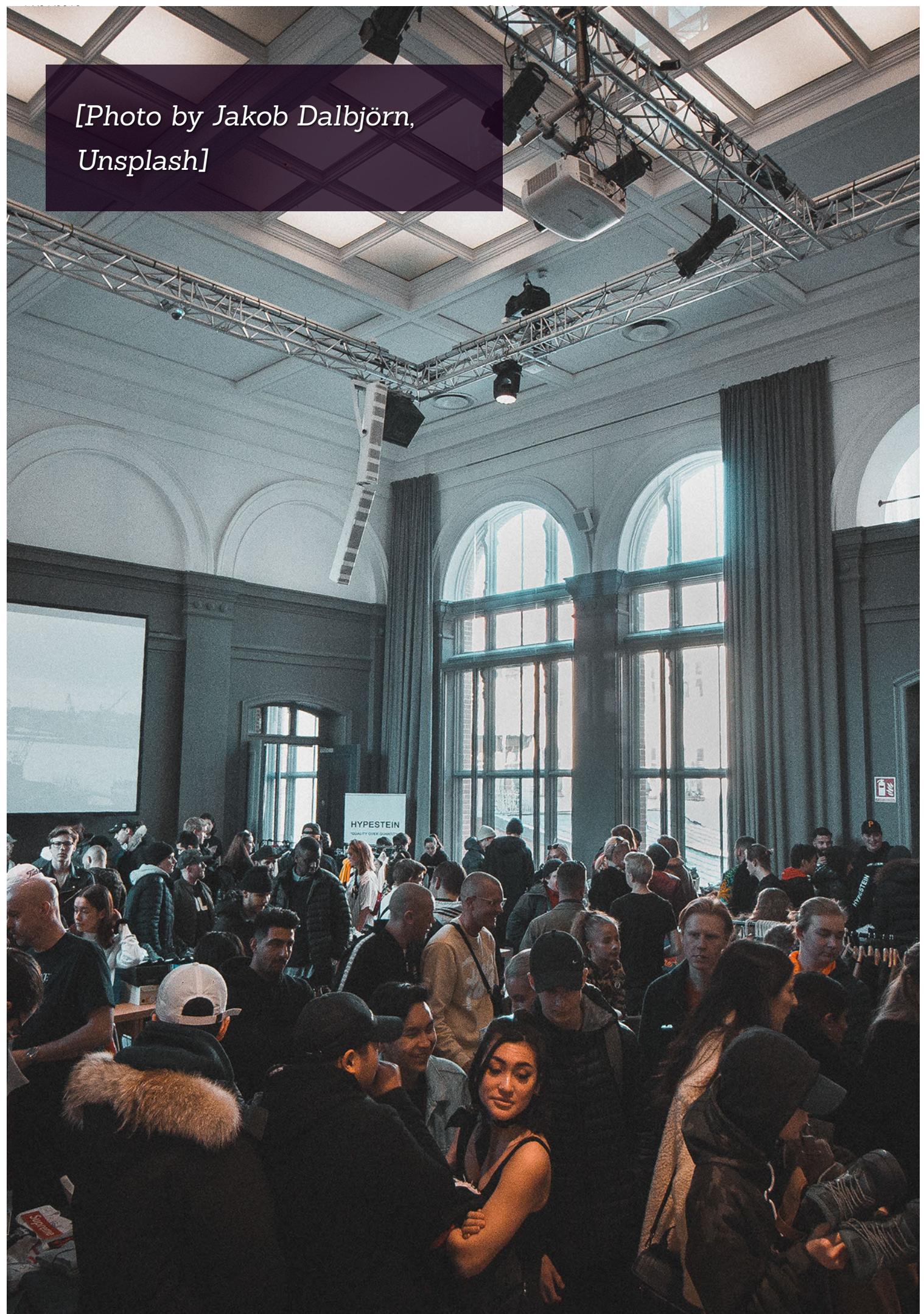
OVERVIEW

The time it would take to complete the project will vary depending on the learning circle.

This assignment is due on **XX March 2019**.

This assignment is worth **25%** of your participation mark.

*[Photo by Jakob Dalbjörn,
Unsplash]*



CONNECTION TO STUDY UNITS

Study Unit 2:

- Apply the proactive approach for behaviour in everyday life;
- Try to use proactive language;
- Make decisions and take responsibility for the consequences; and
- Keep promises to yourself and others.

Study Unit 4:

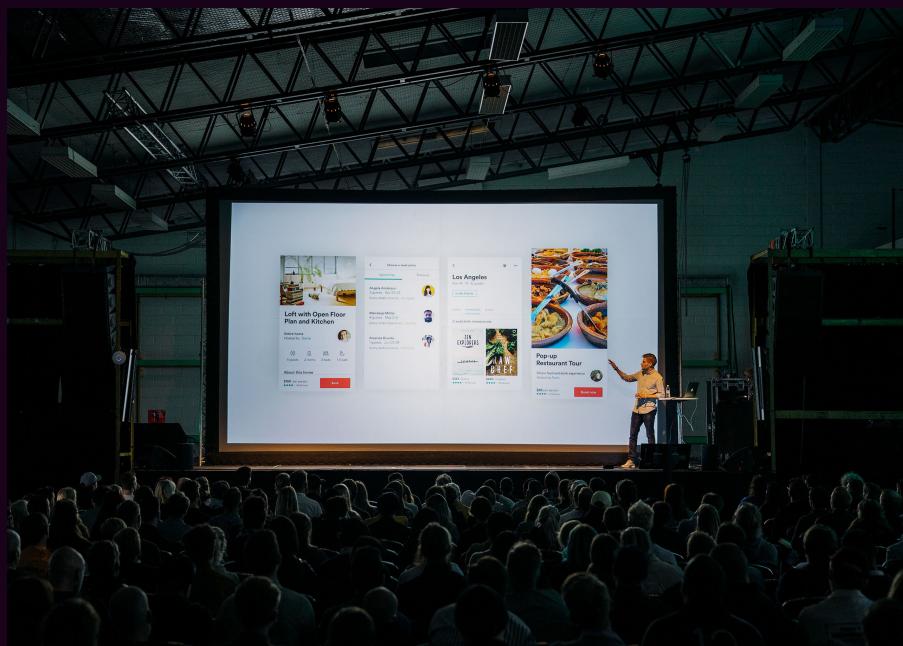
- Understand and implement the time management matrix; and
- Know about effective delegation.

Study Unit 9:

- Reflect on your own behaviour.

Study Unit 11:

- Plan and prepare an oral presentation/PowerPoint slide show;
- Implement the steps to deliver an oral presentation; and
- Implement an evaluation sheet to evaluate a presentation.



[Photo by Teemu Paananen, Unsplash]

WHAT TO DO - BEFOREHAND

You have to come together with your fellow students to form learning circles (on eFundi and in

class/during contact sessions).

A learning circle is a highly interactive, participatory structure for organising group work. The goal is to build, share, and express knowledge through a process of open dialogue and deep reflection around issues or problems with a focus on a shared outcome.

Learning Circles

You and your team will be expected to form a hypothetical “business”. Part of this practice involves creating a group identity by: (a) giving your circle a name, (b) creating a logo and branding for your company; (c) identifying the roles to be fulfilled by members, and (d) explicitly stating the responsibilities of each member in relation to tasks given to the group.

An important part of this practice is determining the kind of business your team will be involved with: (i) IT company, (ii) Telecommunications business, or (iii) Video game studio/publisher. This decision is open for you to be creative with. If you have a novel idea for your team, by all means, GO FOR IT!

WHAT TO DO - PROJECT REQUIREMENTS

Prepare and deliver a presentation in your team and pitch (try to persuade someone to buy or accept something), a novel/unique product, service or idea to a large organisation/corporation in an attempt to secure their backing and investment within FIVE (5) minutes or less in the One Button Studio on campus.

You may shoot/record your video/multimedia presentation anywhere, as long as the audio is clear. The One Button Studio is a suggested option available at NWU.

- Every member of the team must appear in the video at least once and should have some dialogue/part to play in the pitch. Please ensure that your group members' sections follow one another in ONE video file. Separate videos of each member addressing the audience will not be marked. You will submit ONE VIDEO FILE to eFundi before the due date.
- Please submit a reflection which honestly shows what happened during the creation of the

presentation.

- Your idea/product/service should be realistic and fit with your business of choice. If your team deals with game development, you would not pitch an idea for a new tennis court to potential investors.
- A Powerpoint (PPT) presentation should be prepared and used during the pitch. The presentation should adhere to good PPT (appropriate colour(s), font choice and size, no stretched or pixelated images, amount of information per slide, etc.) standards and practice [see McMurrey]. This feature should not be read off of and should only be used as a guide for the viewer.
- The entire pitch should follow a logical structure —beginning, middle and end. Ensure that: (1) the name of your learning circle/team is introduced; (2) the roles and responsibilities of each member is clearly indicated; and (3) the type of business/market your team finds itself in is stated during the presentation.
- Dress appropriately. A chef undergoing an interview for a new position would not wear a wedding suit. In the same breath, an IT professional will not wear shorts and “plakkies” to an interview.
- Ensure that your final video has a clear and understandable message. This boils down to practice, your script and speech, confidence, body language, and clarity of concept (see SU11).

- Include performance milestones in your submission.
- Be assertive, and if you don't like being assertive, be humorous. It's another good strategy to capture attention and be remembered. If you try this, keep it focused.
- Practice your pitch until you are tired of listening to yourself! Practice and then again and again, in front of a mirror, in front of your team, your friends, family members, and your pet, if you have one. Even shoot a practice video in the studio beforehand.

[Photo by Jakob Owens,
Unsplash]



RESOURCES

Book a session for the One Button Studio here:

<http://services.nwu.ac.za/centre-teaching-and-learning/academic-development-and-support-vaal-triangle-campus-one-button>

Visit the One Button Studio support page so you are prepared on the day of your booking:

<http://services.nwu.ac.za/academic-development-and-support/academic-development-and-support-vaal-triangle-campus-one-button>

Download and make use of a tried and tested PowerPoint template here (check under “Create a Presentation”):

<http://services.nwu.ac.za/node/21357>

How to pitch an idea:

<http://scottberkun.com/essays/38-how-to-pitch-an-idea/>

7 Tips for pitching your entrepreneurial idea, whether to angels or sharks:

<http://www.forbes.com/sites/mattsymonds/2013/10/24/7-tips-for-pitching-your-entrepreneurial-idea-whether-to-angels-or-sharks/#94191484c0c3>

How to pitch a brilliant idea:

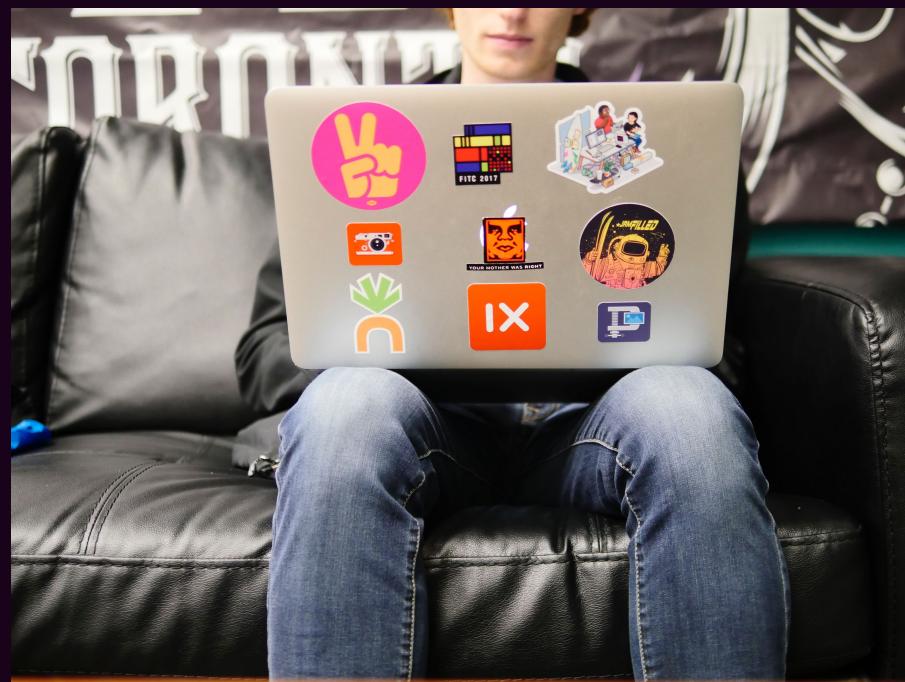
<http://www.forbes.com/sites/mattsymonds/2013/10/24/7-tips-for-pitching-your-entrepreneurial-idea-whether-to-angels-or-sharks/#94191484c0c3>

6 Steps to the perfect pitch:

<https://www.entrepreneur.com/article/201826>

How to sell your business in less than 3 minutes:

<http://www.inc.com/peter-cohan/sell-your-idea-in-under-3-minutes.html>



[Photo by imgix, Unsplash]

RUBRIC

- **The problem and the solution** | What problem does this product aim to solve? Or what value does it add? Does the product or solution proposed solve that problem and to what degree? Would there be a big market for this product or idea?
- **The strategy** | Which markets are to be targeted? What is the business model? How would you sign up customers? How would you monetise the product? What distribution channels are to be used? Who in the team will do what to ensure that everything gets done?
- **The preparation** | Has planning gone into your pitch? When we are presented with a pitch we assess the level of preparation and effort that has been put into the pitch, and this includes the presentation itself and the research done in the background.
- **The finances** | How will money be handled? What are the estimated figures? It's very important that the entrepreneur presents and fully understands his financial numbers and projections, and is able to defend their assumptions of the business model presented.
- **The team** | How well does everyone work together? We are looking for a team that is multidisciplinary and complementary, with the capacity to implement – a team that is capable

of achieving what it sets out to do and that what it sets out to do is ambitious enough.

- **Soft skills** | The team should be assertive and clear when speaking about their startup. What the assessor will be asking himself is if the entrepreneurs are capable of “selling” the vision of the company.

Please see the full rubric on eFundi and kindly leave any queries on the comment page beneath the Assignment detail page.

Submit the following:

- 1X Video or multimedia pitch/presentation (.mp4 format)
- 1X Reflection (Word documents), with honest contributions from every learning circle member
- The above documentation will be submitted via the "Assignments" tab on eFundi.

*[Photo by Muhammad
Raufan Yusup, Unsplash]*

