**Assessment 3: Part 1 – Marketing Pitch.**

**Requirements:**

**Brief:**

* Elevator pitch.
* Sell the concept to investors.
* Assume the person reading this section knows nothing of the project.
* Give sufficient information to attract investors.
* Market what you have achieved, not if your group is working well together.
* Two paragraphs maximum.

**Assessment Criteria:**

* Powerful and persuasive elevator pitch with sufficient information to attract investors.

**Rubric:**

* Same as assessment criteria.

**Research:**

* 1: Who you are and who you help.
* 2: Why you do what you do (purpose).
* 3: What makes you unique.
  + Greatest accomplishments.
* 4: Include a call to action.
* 5: Practice and revise (NA).
* Named after the length of time it takes to ride in an elevator – approximately 30 to 60 seconds.
* Quickly help new contacts understand why they should connect with you or consider you when an opportunity arises.
* Show that you can take the lead.
* Speak naturally.
* Slow it down.
* Use one pitch for most (but not all) occasions.
* Make it easy to understand.
* Keep to around 75 words.

**Elevator Pitch:**

Our name is Code Name Bricks, and we are a group of young individuals studying Building IT Systems together and, as part of our course, creating a 2D game called Trash Unit Response Droid, or T.U.R.D for short. We all have extensive experience in the different required areas of game design, with brilliant team dynamics and an exemplary sense of innovation.

Our game is based on a scrap yard wherein, due to a supernatural event, the trash that occupies the yard has come to life and is forced to battle against the other trash-creatures to survive. The Player controls one of these pieces of scrap and views against other scrap-enemies, attacking with the trash it collects, and collecting the scrap left from their corpses. The characters speed fluctuates depending on the trash it has on hand, forcing the player to be conscious of managing their scrap levels to simultaneously have enough on hand to attack the enemy with and maintain their health, but not so much as to slow themselves down, rendering them unable to avoid enemy attacks. The game involves complex level design comprised of hazards, platforms, drop-pits, enemies, collectable scrap, and a boss fight.

Have you ever wanted to join a game start-up and be part of something creative? If so, contact us to organize a time to meet or to have an informal chat on the phone today!

**References:**

* Professor Heather Austin, *Elevator Pitch Example – How to Create A Personal Elevator Pitch*, YouTube, viewed April 30th, 2021, <<https://www.youtube.com/watch?v=wVYyCUwDFhE>>
* Home at 30, *Elevator Pitch Examples For Students*, YouTube, viewed April 30th, 2021, <<https://www.youtube.com/watch?v=aDt6cukCz7k>>
* Indeed Editorial Team, *How To Give an Elevator Pitch (With Examples)*, Indeed, viewed 30th April, 2021, <<https://www.indeed.com/career-advice/interviewing/how-to-give-an-elevator-pitch-examples>>