Create a 75–150 word pitch (about 60 seconds worth) for an idea that you would like to turn into a website. You can use the following process to help:

1. Identify your idea or goal.

The main purpose is to promote traditional Chinese culture

1. Explain what you want the website to do.

A brief introduction introduces the principles of mutual generation and mutual restraint of the five elements in the Book of Changes.

An overview the five colours correspond to the five elements.

1. Communicate your USP (Unique Selling Proposition).

Visitors can learn which element of them. They can enter their own five elements, and then my website can generate automatically a color combination that has a good influence on them.

1. Engage with a question.

The five elements are closely related to you!

1. Put it all together.
2. Practice! + feedback

I shared my idea with my daughter, and my daughter was very surprised. She thought this idea was very good, and this theme could make people understand Chinese culture.

I shared this theme with my classmate, he thought it was very creative, but he thought it was very difficult to express Chinese culture.