

Chapter 14 : Making a pitch!

14.1 pitching a sustainable technology innovation to lobby the government

Your task is to pitch a sustainable technology innovation to the representatives of the (any) government or global organisations (UN etc.) to obtain subsidies / favourable market conditions / changes in the law to assist deployment etc.

See the wikis on Moodle to:

- find your group colleagues
- “reserve” your subject
- see the date and time of your oral exam

NOTE: your slides must be uploaded to Moodle the day before your evaluation by 23h59

There are 3 phases to the evaluation.

Phase	Your role	Time	Description
1 - Pitch	Pitcher	5 mins max	Presentation: 3 slides max a. Brief description of concept and explanation of how technology works b. Evaluation of performance (strengths and weaknesses)
2 - Answering Questions	Pitcher	~20 mins	Answer the questions (see phase 3). Pitchers may have prepared additional slides to anticipate answers
3 - Asking Questions	Member of government or global organisation	~20 mins	Ask the group who has pitched their innovation a number of challenging questions, listen to replies, ask follow-up questions if response not satisfactory etc. (this role is allocated on the day of evaluation)

14.2 Final Oral Exam: Marking Scheme

Mark Type	Category	Mark
Group: <u>The Pitch + Question management</u>	Content: <ul style="list-style-type: none"> • Clarity of description of concept/how technology works etc. • Benefits/solutions to potential drawbacks • Approximate costs • Appropriate level of detail (enough info so audience understands) 	/3
	Structure: <ul style="list-style-type: none"> • Timekeeping (fits within 5-minute limit!) • Well-rehearsed • Frequent switching between team members, not monologues • Dynamic, keeps audience's attention • <u>Management of questions shared equally</u> 	/3
	Visuals: <ul style="list-style-type: none"> • Clarity, professionalism 	/1
	The Pitch Group Mark	/7
Individual: <u>Delivery + Answering questions</u>	<u>Delivery (during Pitch AND Questions):</u> <ul style="list-style-type: none"> • <u>Pronunciation, eye-contact, stance, volume, rhythm etc.</u> 	/3
	Answer content: <ul style="list-style-type: none"> • Responds clearly to the question in a thoughtful way (as a lobbyist would do) 	/3
	Vocabulary: <ul style="list-style-type: none"> • Use of general vocabulary, few mistakes • Good use of specific vocabulary 	/2
	Grammar: <ul style="list-style-type: none"> • General quality of grammar, few mistakes • Demonstrates ability to use more complex grammar forms in a spontaneous way 	/2
	Individual mark	/10
Asking questions	Pertinence (+ correct formulation of questions): <ul style="list-style-type: none"> • Demonstrate attentiveness during pitch by asking pertinent question • React appropriately (by asking follow-up question) if answer unsatisfactory • Correct formulation of questions 	
	Asking questions individual mark	/3
Grand Total:		/20