

CS2001 Level 2 Group Project

Deliverable 2 – Project Pitch

DELIVERABLE DETAILS

This group deliverable is formative.

In the labs, you have been using design thinking and lean innovation concepts to work on ideation and initial sketches of your web application.

For this deliverable, you will create a project pitch based on your discussions in these labs and use the insights you gained through the assets you have created (e.g., Lean Canvas, Personas, Empathy Maps)

Make sure that your pitch presentation covers the following points:

1. **What is your idea?** Briefly introduce your idea: which problem are you solving for whom? Explain how your project works towards solving one or more of the 17 SDGs.
2. **What is innovative about your idea?** Why is your idea novel or disruptive?
3. **What will be the key features of your app?** Are they realistic and directly address the problem you are trying to solve?
4. **Why is your app feasible?** How are your plans realistic and achievable within the timeline of your project? What critical knowledge, skills, and expertise do you have in the group, and how do you plan to use them?

You can use the following:

- Slides to organise your pitch into a straightforward narrative. Aim to limit the length to a maximum of 10 slides.
- Or
- A video. Using a video may convince your audience of your idea through storytelling. If you are going to use video, aim for a length of a maximum of 3 minutes.

When presenting to your tutor, imagine your tutor will invest in your project only if they think you have a well-thought-out project with a good customer base of users. So, practice your pitch before you present it to your tutor. Only promise what you know you can deliver.

SUBMISSION OF THIS DELIVERABLE

One person from your team should submit this deliverable on Wiseflow.

You will submit the following:

- A presentation slide set as a PDF
- or
- a video link (unlisted YouTube video) in a PDF file

The deadline is 21/10/2022, 11:00 a.m.

FOLLOW UP WORK WITH TUTOR AND GROUP

Work with your group in the labs and group meetings to develop your project idea. You will have opportunities to discuss this deliverable before and after submission with your tutor.

Your tutor will give feedback on your project pitch and help you finalise your Web app idea.

