

COSC2615 Advanced Professional Development and COSC1147 Professional Computing Practice

Assessment 3: Pitch for a Business Idea – Individual Assessment

Weight: 10%

Due date: May 18, 2020, 9:00am.

Pitch for a Business Idea

You are required to pitch for a business idea, taking between 2 and 3 minutes. This is to be considered like an “elevator pitch” where you have a limited time to convince the Managing Director or wealthy investor that what you have to say is really important.

This will be either a presentation to your Practical class, or you may prepare and record a video to be submitted.

You may use slides or a poster to support your presentation, but they need to be well crafted and not provide a diversion from you or your pitch.

Imagine that you have been given this one chance opportunity to impress an investor to fund your idea. This is your chance.

The components of this assignment are explained in the following sections:

- The Choice of Topic/Project

You can choose any business idea for your assignment. This can be an existing business or some idea that you are interested about. Whatever topic you choose to work with, you must present all the requested information in the following section. Think about your topic carefully and consult your tutor about it.

- Slides

If you decide to use slides, the number can be no more than three. There are no exceptions. The content of these slides should follow the guidelines below:

1. Introduction

Must contain the following items.

- Title of the project (i.e. the idea)
- Your name

- Name of your Tutor
 - Time of presentation and the class
 - 2. The Problem/Opportunity

Focusing on answering questions such as the following.

 - Define the problem/need you are solving and for who
 - What do you solve? What pain are you alleviating?
 - What have you done that is different?
 - What great opportunities do you tap into?
 - How many people/organisations are feeling this pain?
 - 3. Solution

Focusing on answering questions such as the following.

 - Describe how you may alleviate this problem?
 - What impact are you making?
 - Explain the technology/service/product
 - What value you are adding to your customers?
 - Tell the story of your customers and how the customers use/value your product
 - Visuals and images are better than text
 - How sustainable is your solution?
- Presentation

The short presentation should be given by each student in front of their class, or pre-recorded as a video which can be played during the Tute-Lab instead. The quality of your presentation will be marked. Your presentation must be engaging and you must be very well prepared for it. Some of the issues that you should consider include:

 - You are not allowed to have any notes. Be prepared and practice.
 - You must not read from slides.
 - The presentation should be between 2 and 3 minutes - no shorter nor longer.
 - Marking Allocation

For general questions about the structure and marking, post your question in the relevant forum on the Discussion Board. Marks will be allocated for clarity of message and persuasiveness of presentation.