CS3240 - Project Elevator Pitch

Individual submission & presentation (2%)

The purpose of this assignment is to give each student an experience in problem identification, presentation and pitching.

Tasks:

- Identify a problem to work on for the group project
- Prepare a presentation and pitch on the problem to the class

This assignment has **two parts:**

(i) Submit a <u>PowerPoint file</u> (max 2 slides) **one for** self-introduction and another for **the design problem** <u>by Thursday 28th August, 5pm</u> in IVLE <u>workbin Student Submission-> ProjectPitch folder</u>. The filename should be <**YourMatricNumber**>**ProjectPitch.**

(ii) Make a <u>Presentation</u> during Lecture hours on **<u>Friday 29th August</u>**.

A student   will be given <mark>30 secs for self-introduction & another 30 secs for the design problem during Round 1.</mark> Students' slides will be packed together and displayed with an allocated time of 30secs for each slide. When the slides are being shown, the student whose slide is being displayed will have an opportunity to present for that duration. There will be no Q & A session allowed during this round. In the given **30 seconds** <u>in the first round, w</u>e are looking at how well each presentation is able to <mark>describe the problem (including its significance and feasibility) clearly in the slide</mark>. As pitching is all about impressing others to choose your problem to work on. We would look at how well each presentation is able to capture the audience attention and curiosity.

At the end of Round 1, there will be voting to select top half of the ideas. Each student's vote is worth one point, while votes by Teaching Staff will worth five points each. After voting, the top half of the ideas will be selected to enter into Round 2.

<mark><u>During Round 2</u>, the selected ideas will be re-displayed. However this time, each student will be given a max of **2 mins** and students can then give a more elaborated presentation.</mark>

During this round, questions are allowed to be asked by anyone. Students will then vote for the best 10-15 problems to work on.

This assignment accounts for *2%*. Marking criteria will include Significance & Relevance, Feasibility, Content Clarity, and Presentation Style. The grade will be added in the class participation marks.

Significance & Relevance

How important is the problem? Does it impact more than just a few people (who is interested in the problem?). How much damage does this problem cause? Is it the difference between life and death, or just minor performance improvements?

No matter how important the problem is, we only want to consider the problem that can be solved or partially solved by interaction design.

Some problems can be really significant (such as cancer), but its solution may not involve too much of interaction design. It will not be considered as a good problem for this class.

Feasibility

Feasibility refers to how possible is it for you and your team to find a solution for this problem based on the resources you and your team have. Remember, you and your team have limited time (about 6 weeks), money (we don't have a budget), and skills. It is unwise to raise problems that are impractical to solve by your team, such as the security problem of the nuclear power station.

Extra Credit

Extra credit will be given to students whose ideas enter the second round and in the final round. Students whose idea enter into Round 2 will be give 0.5% extra credit. Ideas that are voted as the final best will be given another 0.5% extra credit.

Additional Notes

For the final group project, it is not necessary to only pick problems from the top 5-8 selected problems. Teams can pick any problems presented; however, you need to be able to defend your choice with the mentioned criteria of relevance, significance & feasibility.

Tips on how to present a successful elevator pitch

An elevator pitch is a brief statement about who you are, what your business is, and why it is special. The idea is this: If you were in an elevator with a potential business investor and you had only 30 seconds or an elevator ride to make a memorable impression, what is it that you could say to make an impact?

We are all asked, from time to time, what exactly it is that we do. Sometimes it's at a cocktail party or a business meeting. Having a sharp, intriguing statement ready makes the difference between being remembered and being forgotten. You never know which simple conversation may lead to that big deal, and I say that from experience.

So I think it is a good exercise for anyone in business to create their own elevator pitch.

Here's how to create yours:
Ref: http://www.microsoft.com/business/en-us/resources/marketing/advertising-branding/5-tips-for-creating-an-elevator-pitch.aspx?fbid=gQhRvW6EUjD#5tipsforcreatinganelevatorpitch

1. Figure out what is unique about what you do

The whole idea behind a great elevator pitch is to intrigue someone. It's an ice-breaker and a marketing pitch — all rolled into one.

Your elevator pitch must have a hook. "I own a flower shop downtown" doesn't hold a candle to "I'm a specialty florist who deals in rare, South American tropical flowers that bloom in the winter."

2. Make it exciting

A superior elevator pitch increases your heart rate. It speaks to who you really are and what excites you about your business. It has integrity. What is it about your business that really motivates you? Incorporate that.

3. Keep it simple

A good elevator pitch doesn't try and be all things to all people. Rather, it conveys a clear idea in a short amount of time. It might be a few sentences, but no more than a paragraph or so. Keep it under 30 seconds.

4. Write it down

Use the guidelines above and take a stab at it. Write down your pitch, say it out loud, re-write it, and then re-write it again. Remember what I always tell my daughters: "Writing is re-writing!"

5. Practice, and the practice some more

The first few times you try out your elevator pitch may be a bit uncomfortable, but it gets easier. After a while, it will become second nature to you, and when it does, you will be glad you practiced.

BEST WISHES

_____