**Your pitch should include**:

* You’re starting point – the original challenge and your key questions about this.
  + *How can we make Hamilton CBD more desirable?*
* A brief explanation of the process you’ve followed (e.g. design thinking, brainstorming, etc.) to investigate the problem background and context, and of what you’ve found out through this process (e.g. about the people, the industry, the processes, the issues, etc.).
  + *Data Collection – Observations / Interviews, Data Sorting – Trends / Conmen,*
* The main research points – both primary and secondary that are important to your problem and have led you to key insights.
  + *Observations & Interviews*
* Key insights that relate to the project and appropriate how might we questions for a new direction.
* A sell of the direction you think is in the best interests of the industry partner.
  + *Digital Media*
* An opportunity for feedback from the audience at the end of your presentation.
  + *Wait 5 Seconds*

|  |  |
| --- | --- |
| **Problem statement & Context**   * The starting point – your initial research question & your thoughts on this * The context of the problem, as discovered through your design thinking approach.  E.g. o Methods/processes * Findings from secondary research – stats, figures, reports, etc. * Findings from primary research - empathy interviews, observations, discussions, etc. | /25 |
| Articulate the main insights that your team has come up with Key insights are appropriate and defendable o How might we questions are appropriate.   * Sell the direction your team believes is best to take. | / 25 |
| Invite feedback / discussion on your ideas/solutions.   * Engage the audience in discussion by both asking and responding to questions. | / 10 |
| Individual Participation during co creation workshop.   * A peer individual mark will be given according to the individual contribution at the cocreation workshop. | / 10 |
| **Delivery of Pitch Presentation** | |
| Professionalism  Audience analysis is evident (i.e. you’ve clearly considered who you’re pitching to, what ‘language’ they speak, what is  Important to them, what you want from them, etc.).  Well-prepared presentation, keeping to time limit.  Clear, effective delivery  Professional interaction and involvement from all group members.  Listening and looking for verbal and non-verbal feedback and adapting your presentation where necessary.  Format, mechanics, and scholarly skills.  Effective visuals, free of formatting, mechanical and language errors (spelling, grammar, clarity of expression, etc.)  Accurate APA referencing of all sources, images, etc. | |

# Pitch Drafts

Good Morning! **- Timothy**  
Our Team name is Destination Hamilton, our members consist of Graeme, Sean, Kieran, Nithan & myself Timothy.  
We’re here this morning to present to you an outline and our research to date concerning the wicked question given to us which is (*How might we make Hamilton’s Central City a more desirable?).*

*A brief explanation of the process you’ve followed (e.g. design thinking, brainstorming, etc.) to investigate the problem background and context, and of what you’ve found out through this process (e.g. about the people, the industry, the processes, the issues, etc.).*

* + What is a wicked problem?
  + Design Thinking?
  + Context Map & Star Burst – Research Maps?
  + Empathy Mapping?
  + Emotional Intelligence?
  + Affinity Mapping?

Now these were the tools we used to help us research but what data did we end up collecting?

**Kieran**

*The main research points – both primary and secondary that are important to your problem and have led you to key insights.*Talk about both our Observations around the CBD and Interviews from both Business and Public.

* **Question: What do you like or dislike about the CBD**
* Interviews – Public & Business
* Observations of CBD
* Miro Affinity Mapping – How did we categorized the data? **-Graeme**

*“Now a question to each of you, (What do you like or dislike about the CBD?)”  
\*Responses\*  
“That’s interesting you’d say that as according to both our observations and interviews they are very common view points.”*

**Nithin / Sean**

*Key insights that relate to the project and appropriate how might we questions for a new direction.*

Has our research given us any insight into the wicked problem?

* Key insights are appropriate and defendable
  + How might we questions are appropriate - **Sean**
* Sell the direction your team believes is best to take

“We believe that we should take this direction and approach because of the insights gathered.”

Conclusion

* Sell the direction
* Summary – “*This is what we have gone across”*
* Get Feedback