P0: Project Pitch

Overview

You will create a video pitch for a project you would like to create over the course of the capstone. This pitch will summarize the project concept and include details about the project proposed, comparison to similar works, and demonstrations for unique concepts that would be developed if the pitch is approved.

Specification

The pitch should meet the following requirements. Consider the pitch a proposed contract for development!

Structure

The pitch should be 45-60 seconds long and should be delivered as a web video resource (e.g., a YouTube link).

Presentation

The video should be narrative in style. The submitter should provide video to match with audio narration describing the project and pitch elements. There may be background audio, but it should not overpower the narration. The pitch should present software or platforms with comparable features or use cases, and/or those in the same or similar industry sectors. This should include video and may include background audio. Video, audio, and narration should describe the relevance of the comparable elements and describe how they apply to the pitch in question. The video is expected to be edited, but audio should not be artificially sped-up (i.e., "chipmunk style"). Finally, the video presentation should include visual and/or audio demonstrations of exceptional aspects of the project (such as unique interface or application of technology) where applicable.

Pitch Concept

Each pitch should contain, at a minimum, the following elements:

1) One-Line (Elevator) Pitch: A single sentence that summarizes the project concept and what makes it unique.
2) Working Name: Working title for the project (which may be changed later)
3) Audience: Description and justification for the project's target user group
4) Use-Case Story: Description of the "story" concept for the proposed project (e.g., an example use-case)
5) Core Feature(s): Explanation of feature(s) fundamental to the project's primary function
6) Technology Platform: Description of the target platform (FPGA, mobile, PC, custom, other)
7) Aesthetic Theme: Description of the key aesthetic elements of the project (***includes hardware projects!***)

Pitch Summary

The pitch should end with an overall summary of the project concept. The submitter should seek to describe how the project elements come together to create a compelling argument for the project's development.

Submissions

You will submit a web resource link (HTTP URL) for the pitch video on Canvas.

Pitch Q&A

Q: What if my idea is terrible? Will I get a bad grade if my project doesn't get greenlit?
A: It probably isn't, but we don't grade based on whether your project gets the greenlight – we apply the rubric.

Q: Do I really have to include the Comparables/Summary/X?
A: Yes. If we list it as a requirement, it needs to be done.

Q: But X is pointless! Why do I have to do it?
A: We know it may be obvious to you – it's your idea! Treat us like we're dumb. Sometimes we are. 😊

Q: Why do I have to do my pitch in 60 seconds? There isn't enough time to say what I want!
A: Concision is hard – but it's important. Learning to work with boundaries to present information is critical.

Q: Why do I have to do this? I hate presenting!
A: It's a skill you'll need in industry and academia. Also, our accreditation requires us to assess it.

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