

Digital Creators' Challenge

Lesson Primer – Session 5

Please note, click [here](#) to access downloadable Powerpoint versions of the Classroom Presentation slides, Follow On Content & Student Workbook.

1. What you need to know about running this lesson

Practical issues

Decide what format students should use when making their presentation. Some options for creating presentations include PowerPoint, Prezi or Google Slides.

Technical issues

Ensure you are familiar and confident using the software that students will be using to create their presentation.

Students will need access to at least one laptop / computer per team.

2. Key information and terminology you'll need

Pitch Outline

The problem - Real-world evidence that this problem exists. Outline of existing solution available and why their app is better.

The app - The most important function(s) and potential future developments. Explanation of where the data is coming from e.g. user generated.

The prototype - Wireframes showing flow and user interface plus explanation of which platform the app will run on (iOS, Android, web).

Target users - The type(s) of people who would use your app.

Conclusion – Mini elevator pitch

3. Further reading to help you get to know the topic

How to pitch a brilliant idea

<https://hbr.org/2003/09/how-to-pitch-a-brilliant-idea>

How to sell your idea in less than three minutes

<http://www.inc.com/peter-cohan/sell-your-idea-in-under-3-minutes.html>