



# ENTERPRISE PROJECTS

## PITCHING YOUR APP >

Session plan



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# AT A GLANCE

This is the final session in the Digital Creativity unit. In this session, learners will present their ideas and prototypes and demonstrate their learning. They will also have the option to reflect on their learning over the course of the four sessions. This session was made with the support of Apple and was created by Coventry University.



## LLN OPPORTUNITIES

- ✓ Presenting and pitching an app idea
- ✓ Asking and answering presentation questions



## MATERIALS

- ✓ Careers in Tech for Good video and worksheet
- ✓ Learners' prototypes and any presentation/pitch materials that are needed

# LEARNING OUTCOMES

- ✓ Demonstrate their understanding of sustainability, the digital landscape and Tech for Good in a pitch presentation
- ✓ Deliver a pitch presentation

# ACTIVITIES

| ACTIVITY                                      | TIME         | PAGE      |
|---|--------------|-----------|
| <u>Pitching your idea</u>                     | Dependent    | <u>03</u> |
| <u>Optional: Your career in Tech for Good</u> | 15 minutes   | <u>04</u> |
| <u>Wrap up</u>                                | 5-10 minutes | <u>05</u> |

## WHO CREATED THIS SESSION?

Dr Bianca Wright is Associate Professor and Curriculum Lead: Immersive in Coventry University's Faculty of Arts and Humanities. Bianca has worked on a range of projects in academia and industry, most recently focusing on immersive technologies and digital skills development. Coventry University's Faculty of Arts and Humanities aims to experiment in, and share digital and immersive cultural practice across, teaching and learning, community and industry engagement and research, through an ambitious programme of digital projects in augmented reality, virtual reality and digital praxis.



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# PITCHING YOUR IDEA



## TIME REQUIRED

Dependent (approx. 10-15 minutes per pitch and 5 minutes per pitch for feedback)



## MATERIALS

- ✓ Learners' prototypes and any presentation/pitch materials

# ACTIVITY STEPS

1. Start the session by reminding learners that they will be pitching their app ideas and prototypes today. Ensure they are all ready and prepared to present.
2. Give each group 10-15 minutes to pitch their app idea.
3. After each group has presented, allow around 5 minutes for feedback. You should provide feedback on how the idea addresses the chosen SDG and how well the idea was communicated.

Then encourage the other groups to give feedback. They should consider:

- The idea itself - What made it a good idea? How could it be improved?
- The prototype - Was it easy to understand what the app does and how it works through the demonstration of the prototype? Was there anything missing from the explanation?
- The structure of the presentation - Was it easy to follow the idea? What parts of pitching best practice were used? Where could there be improvements?

4. Congratulate the learners on all their hard work. Encourage the groups to discuss and reflect on the feedback they received - is there anything they would improve about their idea or prototype?

If appropriate, you could get the groups to write down their reflections and actions they would take to enhance their app ideas in the future.



# OPTIONAL: YOUR CAREER IN TECH FOR GOOD



## TIME REQUIRED

15 minutes



## MATERIALS

- ✓ Careers in Tech for Good video
- ✓ Careers in Tech for Good worksheet

## ACTIVITY STEPS

1. Ask the learners if they have thought about career opportunities in the digital space. Thinking about what they have learned over the past four sessions, what kinds of jobs can they imagine doing?
2. Play the Careers in Tech for Good video. Ask the learners if there was anyone in the video that stood out for them and any careers that they would be interested in pursuing.
3. Hand out the Careers in Tech for Good worksheet. Ask the learners to consider the questions on the worksheet and write down their answers.
4. Encourage a group discussion and ask learners to share their answers.

### FURTHER RESOURCES

- Tech for Good: <https://techforgood.global/> - this site offers information about Tech for Good and includes a job board
- TBD community: <https://www.tbd.community/en/career-advice> - this site offers careers advice as well as a jobs board
- Best Tech Careers 2021: The Most Competitive Jobs - <https://careerkarma.com/blog/best-tech-jobs/>



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# WRAP UP >

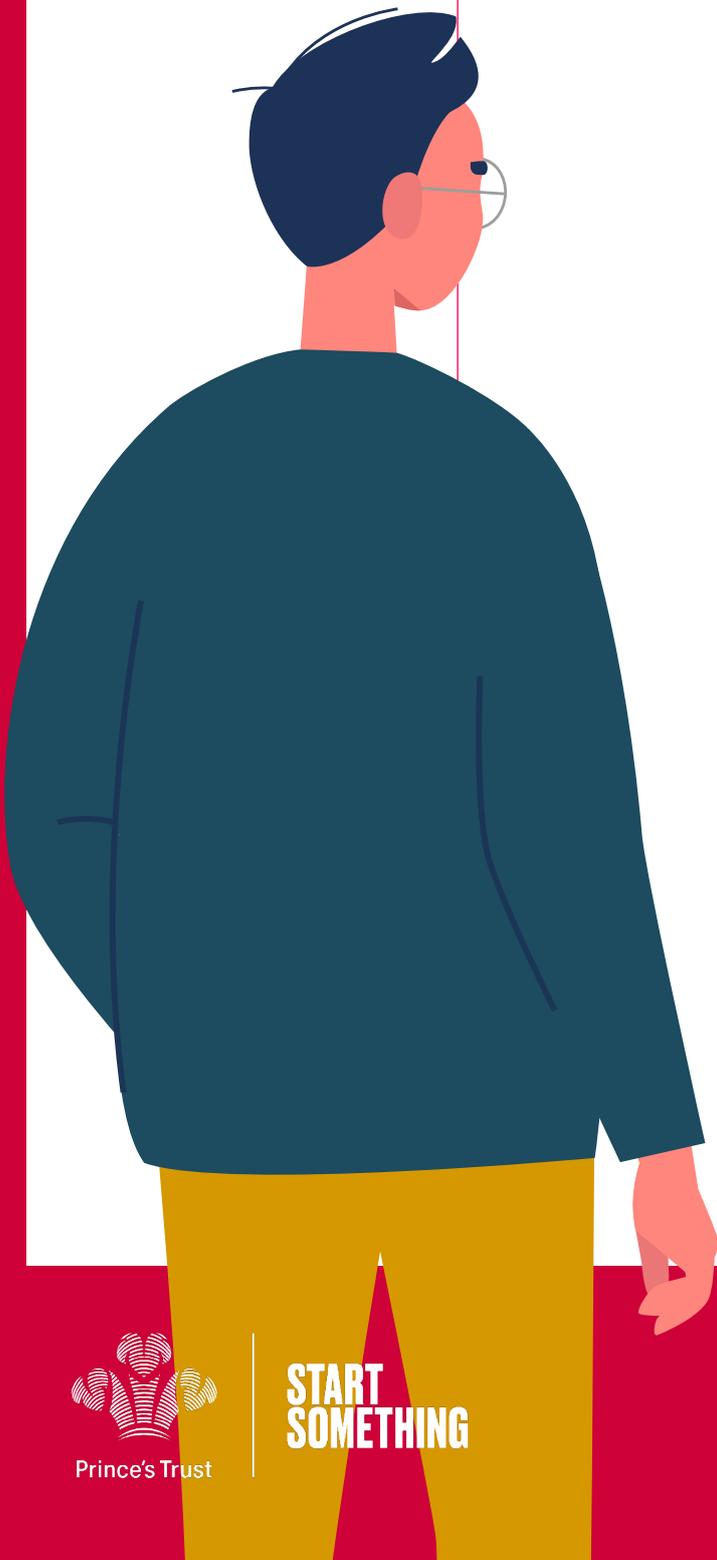


## TIME REQUIRED

5-10 minutes

# ACTIVITY STEPS >

1. Discuss with the learners what they learned from this unit:
  - Did they surprise themselves during the process of developing their app idea?
  - What do they think they did well?
  - Were there any areas that they would like to develop further?



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