CLASS PITCH GUIDELINES

PURPOSE: Guidance on running a pitching event in school, to select one team for the national Ventura competition.

INTRODUCTION

Television shows such as Dragon's Den have brought to life the practice of 'pitching' ideas in business. Pitching is an important part of design – designers regularly present proposals and ideas to their clients.

In school pitching helps students:
- Gain confidence
- Review their ideas and how they relate to the brief
- Share their ideas
- Improve their communication skills

IN-SCHOOL PITCHING EVENT

As part of Design Ventura, you need to select one 'winning' team to represent your school in the national competition. You should select this team by running your own pitching event at school, where students will present their ideas so you can choose the team that will represent your school.

The presentation should last no longer than 3 minutes, and should include every member of the team in some way.

In school pitching events can be run and judged in a number of ways:
- Presenting to classmates in a class vote
- Assembly
- Presenting to a panel of teachers, the student council, local business people, senior management

Whoever is judging the pitches should look at the Design Ventura Judges Criteria (available on our website) to make sure the chosen idea will score well and have a chance of going on to win the national competition!

We suggest that students use the pitch planner to make sure that they are demonstrating how their product idea responds to the brief and that they use storytelling to show their design journey and create a compelling pitch.

PITCHING IN THE VENTURA COMPETITION

The team you select to represent your school will enter their design into our competition. 10 school teams will then be selected by an independent shortlisting panel to attend **the Design Ventura Pitching Event** at the Design Museum. At the Pitching Event, a prestigious panel of judges will listen to short presentations from the top ten teams, and will select the Design Ventura winner and runner up prize-winners.