



DESIGN VENTURA 2024–25

Bringing the business of design
to life with Deutsche Bank

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Pitching Activity – Flog It!

PURPOSE

To help students think about the USP (Unique Selling Point) of products and to improve their confidence and communication skills.

THE GOAL

To pitch an existing product as if you have designed it and want to sell it.

HOW

Students can do this activity in teams

Timing: 30 mins

YOU NEED

[Products from the Design Museum](#) shop and/or everyday items such as playing cards, clothes pegs, keyrings, jigsaw puzzles, postcards...

[Pitch planner](#) (available on the website)

THE ACTIVITY

Each team is allocated one product

Each team is given 10 minutes to develop a presentation that explains and 'sells' this product to the rest of the class. The pitch should ideally last 1 minute and should involve every team member.

Provide time for each team to pitch and encourage the class to ask questions and reflect on the strengths and weaknesses of each product and of each team's pitch presentation.

NEXT STEPS

Remind teams that they will need to pitch their own idea at the end of the project, in 3 minutes or less.

Encourage teams to think about what they have learnt from pitching this product and how this might inform how they would pitch their own design.

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