

## PITCHING WORKSHOP – FLOG IT

**PURPOSE:** To help students think about the USP (Unique Selling Point) of products and to improve confidence and communication skills of teams

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### 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 having watched the Design Ventura briefing film (on the website)

Timing: 30 mins

### YOU NEED

- Handling collection of products from the Design Museum shop and/or everyday items such as playing cards, clothes pegs, keyrings, jigsaw puzzles, postcards...
- Pitching template (available on the website)

### THE ACTIVITY

1. Each team is allocated one product
2. Give them 5-10 minutes to develop a presentation that explains and 'sells' the product to the rest of the class. The pitch should ideally last 1 minute and should involve every team member.
3. 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 presentation.

### POSSIBLE OUTCOMES/ 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 ways to improve the products they have presented as a way of designing new items in response to the Design Ventura brief.