

Kidpreneur Pitch!

(Team) Name: _____

Goal: To script an awesomely persuasive video pitch with your team or yourself to enter the Kidpreneur Challenge Competition...oh, and to win prizes, an internship and the Golden Ticket.

	Writing Criteria	Checklist	Mastered
Plan (School)	Ideas: Brainstorm about your business and business ideas, include your team strengths (or your strengths), your business model, your product(s) and your knowledge of the target market (audience)		
	Paragraph: Group your ideas and graph it (use a whole page)		
	Structure: Use structures in your Graph, e.g. HISM for opening and conclusions, PEEL for body		
Intro (Monday) HISM	Hook: something that makes us want to read your book review, e.g. quotes, facts, questions, mini-story start, onomatopoeia (this could be borrowed from the book).		
	Introduction: write about who you are, your team and your skills.		
	Summary: write about your product(s) and your target audience		
	Message: Write a sentence (or two maximum) on why your business and product is innovative		
Body: PEEL 1 (Tuesday)	Point: Write about why your product is great, the innovations, advantages, the design, your research, your passion for it etc.		
	Elaboration: Make sure to expand and explain your point.		
	Example: Give a concrete example that can easily be visualised.		
	Link: Link this to your message about why your product or business model has been innovative or creative		

Body: PEEL 2 (Tuesday)	Point: Write about why your product is great, the innovations, advantages, the design, your research, your passion for it etc.		
	Elaboration: Make sure to expand and explain your point.		
	Example: Give a concrete example that can easily be visualised.		
	Link: Link this to your message about why your product or business model has been innovative or creative		
(Wednesday)	Message: Re-write in a newly constructed sentence (or two maximum) on why your business and product is innovative		
	Outro: Include who you are and your team		
	Summary: write about your product(s) and your target audience		
	Hook: Leave the audience with a hook, even parallel to your intro hook or Message: Your message can go here instead if you don't have a parallel hook		
Expression Editing (Wednesday)	Use descriptive, rich language--use a thesaurus! Don't use "very, good, said, went". That's just being lazy when a more expressive word will get the point neatly across. For example, "good" can be substituted for <i>exquisite, high quality, of a high standard, quality, superior, superb, outstanding, magnificent, exceptional, marvellous, first-rate.</i>		
Publishing & Filming at School	Now make sure to publish on a google doc and share with your team and teacher <ul style="list-style-type: none"> - format it for easy to read (18 size) - include a title, please also include in the title your business name or team name - Film it for the Kidpreneur Competition 		