

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 | | |

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| 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 | | |