



Pitching your solution with Dr Sleep

What is a Pitch?

A pitch is a concise way to tell a story about a problem, its solution and why people should invest in your product.



Pitch Deck

A pitch deck is, in essence, the presentation slides that you use for the 'Pitch'. You may use different techniques to pitch, but typically you would still design your presentation using a series of slides. You may use a storyboard to develop your pitch deck.

Common mistakes while pitching



- Taking too long
- Lack of a story
- Use graphics and images instead of words
- Not recognising a real problem
- Not identifying the opportunity

Structuring your pitch

Typically a 5-minute pitch would include eight to twelve slides. Because you only have one minute, include only the most essential slides:

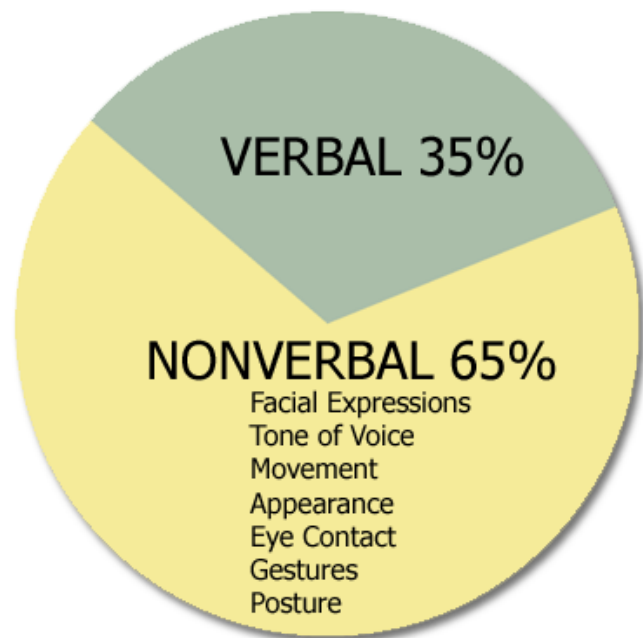
- Identify the problem
- Identify your solution
- Outline the potential of your idea
- The ask / why pick mine?
- Highlight the team

Make your Pitch Magical: Tell a story!

- Where did the idea come from?
- What is your background?
- How did you get here?
- What is your vision?

Presentation

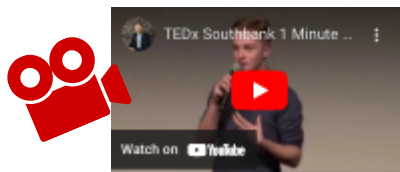
- Know your audience
- Keep language simple but powerful
- Be confident, be in control and do not speak too fast
- Be passionate



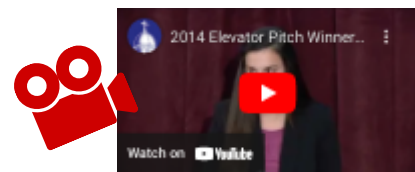
Some examples of a good pitch



MIT Elevator Pitch
Winner 2011



TEDx Southbank
Pitch Winner



University of Dayton
Business Plan Competition



Storyboard Activity - In the boxes below produce a storyboard for your pitch. Each box would represent a pitch deck slide or a different aspect of your talk.

1.

2.

3.

4.

5.

6.

Activity - Use the space below to plan out other aspects of your 'Pitch'. This could include use of props, non-verbal communication.



Communication



Creating Instagram Videos for AVA Challenge

Utilising BYOD for AVA

Given that many students carry smart devices in their pockets and bags, you might as well take advantage of the powerful apps that these devices use. Many schools have implemented Bring Your Own Device (BYOD) policies for use in your classroom. Using smart devices in your classroom helps teach students to use everyday technology, a direct curriculum requirement in many syllabus documents.

Instagram in AVA

As we all know, students love using smartphones! So why not take advantage of smartphone content creation apps by asking students to create informative short videos about their AVA projects and upload them to Instagram? Every day in your classroom, students gain new insights and make their interpretations of how the world works. Here is a fantastic opportunity for students to use their devices as a creative outlet and share their knowledge in a medium they love.

So, how could Instagram be useful for teaching AVA?

Documenting learning

With a point of their camera and some simple content creation apps, your students could be documenting the AVA experiments, the challenges and questions raised in your classroom for other classes to learn from, plus they're a good reflection tool in their own right.

Creation of student challenges

Using Instagram as the medium, you could set a communication challenge for your students to explain a given concept to their peers.



Tools for creating videos for Instagram

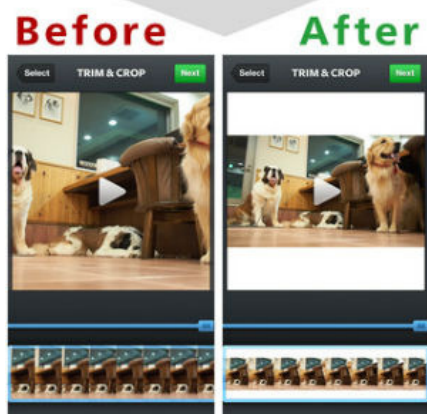
Instagram allows you to publish videos up to 60 seconds in length. While you can get students to upload raw video to Instagram with no editing, it's nice to teach students how to use a couple of apps to make their science video much better. Of course, free apps may limit the scope of editing; however, here are two free apps that could come in handy:

1 Squareready for Video

An issue with working with Instagram is that the videos are square rather than 16:9 ratio. If you are unsure how to crop your video to a square aspect or how to add top and bottom borders, you can still use [Square Ready for Video](#). Like many free apps, it does have in-app purchases; however, you can pay to have them removed. Additionally, you must convert your entry to .mp4 /MOV file format.



Post to Instagram



Tools for creating videos for Instagram



2 Magisto

Available on iTunes and Google Play, [Magisto](#) is a free video editing app that does the editing for you (!). Simply select the raw video file, add a soundtrack and a title and the editor stitches it all together.

Dropbox

If you create videos on your PC, it can be challenging to get these files to Instagram. A common workaround is to use Dropbox instead. First, convert your video file to a .mp4 file and then upload it to Dropbox. Now on your smart device, open Dropbox, select the .mp4 file you uploaded and then export it to Instagram.

Students using a laptop

The raw video created by students does not just have to reside on Instagram. Your students could upload the same video to your classroom blog or pass it across to upload it onto your classes YouTube or Vimeo account. Also, students can upload 6.5-second videos using Snapchat. Snapchat has become a major social media outlet for students, and its popularity cannot be ignored. Of course, there are significant issues around how content created on Snapchat disappears once viewed, subsequently opening up the platform for potential cyberbullying and other inappropriate behaviours. As such, I recommend that you discuss the pro & cons of this platform with your school administration first.



So, what AVA challenge activity could you get your students to document in your classroom with the above in mind? It does not have to be the entire project, and perhaps you could showcase snippets of the in-class activity or use it for your AVA challenge pitch, just like Shark Tank! No matter what you choose, make sure you adhere to your school's social media policies. Above all, make sure the students have fun with it!

**Happy teaching,
Ben Newsome**



Create a Student PodCast for AVA

Podcasting also offers yet another opportunity for your students to engage with their world digitally. Armed with a microphone and a recording device, students could be sharing their ideas and insights gained from the AVA Challenge. The content they could produce does not need to be groundbreaking it just needs to be engaging for the intended audience and motivating for your students to put together.

Benefits of student podcasting

- Podcasting is perfect for teaching students to use multimedia and build their confidence as digital natives.
- Student podcasting allows students to communicate original ideas and plan their implementation using various digital tools to a deadline (e.g. Trello).
- It's fantastic preparation for students wishing to enter science communication.
- A student podcast does not need to be just about AVA; students can showcase the great work your school does. It could become a regular feed for families to listen to each week!
- Podcasting is a fantastic medium of teaching teamwork! Some students can be the vocal talent, and others can be involved in creating each episode's artwork. Some can edit and pull together sound bites in post-production, and other students can be tasked with creating a student blog for you, to potentially share on a social media site approved by your school administration.
- Above all, many students enjoy the challenge and the audio platform to share their ideas.

Which format will suit your school?

Like the topic area, podcast format is very much dependent on what audio students are recording and your overall mission. Still, there are a few pretty common podcast formats:

A series of interviews? A great format for bringing in a subject matter expert or focussing on a particular person's achievements or perspectives. The format for this type of podcast tends to be as follows:

Introduction > Transition > Interview > Transition > Summary > Outro

A series of solo podcasts? This format suits those students who want a platform to share their ideas. The format tends to be as follows:

Introduction > Transition > Topic A > Transition > Topic B > Summary > Outro

An ongoing group discussion? Similar to a talk show, a possible format for this could be:

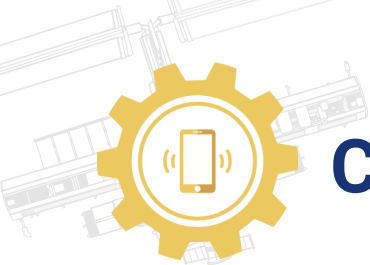
Introduction > Transition > Catch up > Transition > Topic A > Transition > Topic B > Summary > Outro

Mix it up! Maybe you could have a variety of different segments and have it act more like an audio magazine? You could include listener feedback from email or social comments.

No matter which format your students intend to produce, it's worth considering how often your school will produce a podcast. Pulling together your show can be quite demanding if there are many elements.

By the way, your podcast doesn't need to be 30 minutes long. It could even be a short 2-minute segment! Simply, it just needs to be as long as it needs to be.





Which podcast equipment will you need?

This does not need to be as demanding as you might think.

The simplest and cheapest option

Use the voice recorder from a smartphone or built-in microphone on your computer or tablet. The only issue with this is that the sound quality will be poorer than dedicated microphones built for a purpose. From there, you can use free software such as Garageband (Mac) or [Audacity](#) (PC) and host your podcast files on free platforms such as [Podbean](#) or [Soundcloud](#). Unfortunately, you cannot post directly to iTunes; however, Podbean can get the files across for you via an RSS feed.



The Rode Podcaster microphone mounted on a shock mount and attached to a boom arm

No matter your equipment, record your audio files in a location where the recording will not be affected by outside noise.

Going a little further

The following list is for student podcasters wanting a better sound and more options for post-production and distribution

- A microphone such as a [Zoom H2N](#), Rode [Podcaster](#) or [Blue Yeti](#). There are plenty of other microphones suitable for podcasting, just be sure to purchase one that has a pop-filter and noise-cancelling where possible.
- [Skype](#) or Zoom web conference recording software for remote guests.
- A computer with a quiet fan.
- You can use free software such as Garageband (Mac) or Audacity (PC) or a tool such as SoundTrap
- A premium podcast hosting service such as Omny or Speaker. We use Omny, as not only is it easy to use but it also produces a handy embed code to be able to share the FizzicsEd podcast episodes easily onto our website.

Important: If you choose to use music or other sound files to support your podcast... don't use copyrighted material without permission! It is far better to create your own music or effects anyway and it also teaches your students to respect ownership.

Extra podcasting tips

- *The students may want to eliminate filler words such as 'um' and 'ah', however, I prefer to keep these in as it makes your audio sound more authentic and less overly-produced.*
- *For your introductions, it is best to keep these to less than 3 minutes to get to the main content quickly.*
- *It's worth creating a 'run sheet' whereby the students note the section of the podcast and its associated mp3 file name. If they include short descriptions of each section, it'll help them write show notes and blog articles more effectively.*
- *Just start! Nothing is going to be perfect in your first few episodes. Please encourage students to simply create episodes that are useful for their intended listener... perfection can come later!*