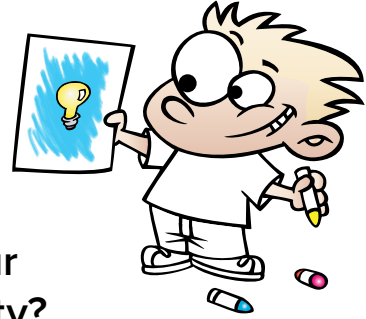


20 minutes

Let's Create a Napkin Pitch!



What's best way to present your ideas to your classmates, parents, teachers, and community?
A pitch, of course!

A pitch is like a YouTube video that “**sells**” your idea. It's a way to tell people about the problem you've found and get them to “**buy into**” your solution and help make it happen.

A great way to get people excited is to turn your pitch into a script that you can act out on a highway billboard or in a music video.

But first, see if you can explain your idea using a simple sketch on the **back of a napkin**.

1. Grab a napkin or a sheet of paper and draw out your pitch using “stick figures” along with simple descriptions.
2. On another napkin, list three ways your idea could completely **fail!** What would make your idea too complicated, too boring, or misunderstood?
3. Flip each **failure!** Can you find an even better version of your idea by **exploring the opposite?**
4. When you think you have your idea down, start by pitching it to your friends. Their reactions will help you simplify the pitch and show you the best way to get people excited.
5. Listen carefully to the feedback and revise your pitch.