

Design & Pitch Implementation Models

Below you will find timelines and descriptions for implementing a Design & Pitch Challenge. These are models that we have seen before, however, they are just suggestions. Any model can be tailored to fit your needs.

Seven-Day Sequential Model: The table below describes pacing and activities for a seven day implementation. In this model, the students complete the challenge over the span of seven consecutive days. This model does include a Day 0 to launch the competition and introduce entrepreneurship. If students have completed a challenge in the past, then Day 0 may not be needed. All the materials mentioned can be found on the challenge pages of the Design & Pitch website.

Day 0	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
<p>Introduce the idea of D&P, what it means to be an entrepreneur, and what a pitch competition is.</p> <p>Students discuss the Entrepreneurial Wheel and the D&P Process flowchart (see p. 4 of challenge specific teacher guide).</p> <p>Briefly discuss the various aspects of the D&P Challenges (e.g., Challenge Statement, Key Business Proposition, Tech Brief, Pitch).</p>	<p>Introduce Challenge (video and Challenge Statement); form teams of 3-4 students.</p> <p>Students begin exploring and researching, including using the Helpful Resources. Students brainstorm ideas and sketch initial solutions.</p> <p>Review things students should submit by the end of the Challenge.</p>	<p>Introduce the Key Business Proposition (KBP)</p> <p>Students review Business Models and begin working on the KBP and revise their product accordingly.</p>	<p>Introduce Technical Brief and Technical Brief Grading Rubric.</p> <p>Students conduct further research and design and test their prototype.</p> <p>Expert Check-Ins are conducted</p>	<p>Students review How to Build a Pitch and Pitch Judging resources and build initial pitch deck</p> <p>Students conduct tests on their prototypes and make final revisions.</p> <p>Teams start/continue working on Technical Briefs.</p>	<p>Students discuss and finalize KBP.</p> <p>Teams present their pitch to practice judges for feedback and revise their solutions and pitches accordingly</p> <p>Teams revise and complete Technical Brief</p>	<p>Teams pitch their solutions to a panel of judges</p> <p>Students hand in Technical Briefs.</p> <p>Winner(s) announced.</p> <p>Optional: Awards / Celebration</p>

Seven-Day Non- Sequential Model: In this model students are still participating in the challenge for a total of seven days however, those days are spread out over the course of a few weeks. The blank cells in the table represent days that students are not working on the challenge. Again, Day 0 and Day 1 can be combined if needed. The activities on the seven days are the same as above.

Week 1	Day 0	Day 1	Day 2		
Week 2		Day 3		Day 4	
Week 3				Day 5	Day 6

Alternative Models: Alternative implementation models are possible and we are happy to work with you to define a model that meets your needs. We have included short summaries of a few possibilities. Please note, however, that shortening the model will likely affect the student experience.

- **Virtual, Teacher as Coach Model:** In this model, one would facilitate the challenge using any of the previously mentioned models. The difference is that NCSU serves as judges for a final virtual pitch competition. This model allows for the pitch competition to be framed as a non-classroom activity and establishes accountability in the form of the NCSU judges.
- **Unit Model:** The competition is spread across a unit, quarter, or semester. The competition is launched at the start of the unit/quarter/semester and components are revisited periodically. This model allows for more targeted instruction, but students are more likely to lose excitement and interest over time.
- **9-Day Model:** This model provides two extra days as a buffer in case components run longer than expected. These two days can be used as needed. We recommend following the same sequence as the seven-day model. These 9 days can be sequential or non-sequential.
- **One-Day Model:** The full competition is compressed into a single, full-day competition. We have seen this model used in a district-wide pitch competition, inviting external experts to give feedback and judge the final pitches. To use this model, one would likely need to deemphasize or adjust some components of the challenge, as students might be in crunch mode from the start.