One-Page Pitch

SD-B148 / THINKERS · AGES 13+

Write a one-page pitch for an idea and answer three tough questions.

YOU NEED: Pencil

ANALYZE	Pick an idea you would like to see happen: a club, a product or a change at school.
CHOOSE	Fill the pitch: problem, idea, who it helps and the first step.
TEST	Ask a partner three tough questions: Why this? Why now? What could go wrong?
REFLECT	Answer each question in a sentence. Revise your pitch.

THE PITCH

THE PROBLEM

MY IDEA

WHO IT HELPS

FIRST STEP

Three tough questions

1. Why this?

2. Why now?

3. What could go wrong?

My revised line

My best one-line pitch:

One-Page Pitch

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A little help beside the learner. Read this page first; keep the answers here.

LEARNING GOAL
Practice organizing an idea, anticipating objections and communicating clearly.

BEFORE YOU BEGIN
You need: Pencil. Keep ideas safe and realistic.

HOW TO GUIDE
Let your teen choose a real idea. Your role is the tough but friendly questioner. A good pitch fits on one page and names the problem before the solution. Do not take over the idea.

WHY IT MATTERS
Pitching forces a clear problem, a plan and honest thought about risk. It builds confidence in communicating ideas.

LOOK FOR THIS REASONING
Look for a specific problem, a plan that answers it, and honest answers to the tough questions.

IF THEY GET STUCK
Ask: who has this problem? What is the smallest first step? What would you say to someone who says no?

MAKE IT GENTLER
Write just the problem and idea.

ADD A LITTLE STRETCH
Pitch it aloud in 60 seconds.

A USEFUL STOPPING POINT
Take the first step this week.