

# IDEA PITCH

## Collaboration with external partners

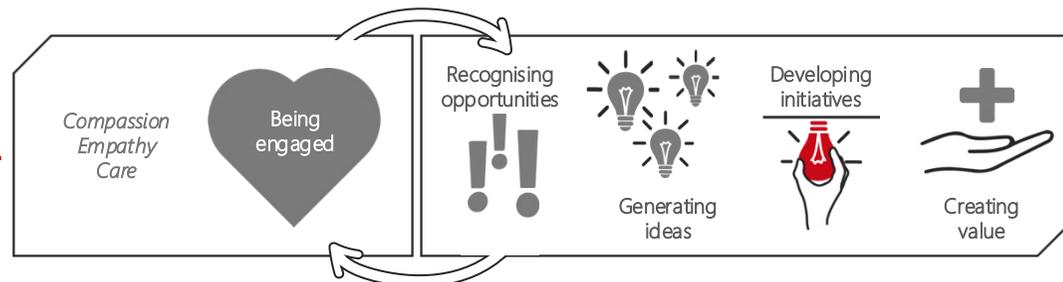
age 4 - 6

age 7 - 9

age 10 - 12



100 min



### SUITABLE

- To achieve well-considered cooperation and communication with external partners so that the children's initiatives can really come into their own.

### TIPS

- Instead of a 'live' pitch, the children can also record the pitch on video.

### MATERIALS

Worksheet 'idea pitch'

### STEP 1

Make it clear that it is important that the people for whom the idea is intended or whose cooperation is needed to realise an idea also find the idea good and suitable.

### STEP 2

Have the children prepare a 3-minute pitch (short presentation) in small groups using the 'idea pitch' worksheet. Provide feedback on the content of the presentation during working time. The challenge and how the children's idea responds to this challenge must be clear. Also pay attention to structure and clear language use.

Have the children prepare for

- possible questions from the target group/partner, e.g. about feasibility, cost
- asking the target group further questions about the suitability of their idea, further optimisation, additions, etc.
- convincing a partner who is needed to realise the idea.

### STEP 3

Let the children practise the pitch and give feedback on the content and presentation style (e.g. use of voice, speaking pace, body language, enthusiasm).

### STEP 4

Have the children give their presentation to the target group/partner and discuss their idea.

Source: [waag.org](http://waag.org)



Co-funded by  
the European Union

A collaboration between Marnix Academy,  
PXL University of Applied Sciences and the  
Move Foundation



# Example

## IDEA PITCH

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### Context

The children want to make the neighbourhood more welcoming for the many senior citizens. Some people aged 75+ live alone in their homes and hardly ever have visitors. The children have also researched this and found that more than half of people aged 75+ in the Netherlands and Belgium feel lonely. Groups of children have come up with various ideas: a coffee morning at the community centre; a book club for senior citizens; a WhatsApp or Signal group for senior citizens; a monthly games morning with senior citizens at the school; a walking club for senior citizens and children; a choir for senior citizens and children.

### STEP 1

It is important that the over-75s in the neighbourhood also think these are good ideas, otherwise they will not participate and all the children's efforts will have been in vain. Next week, the children will present their ideas to as many people aged 75 and over in the neighbourhood as possible and ask for their opinion. They will prepare a pitch for this. The children will make invitations, which they will deliver personally to people aged 75 and over in the neighbourhood.

### STEP 2

Prepare the pitch in a group (see completed worksheet).

- What are the strengths of the pitch?
- Is it clear what the completed sentences mean? Is it complete? Would someone who is not in your group understand what the intention is?
- What questions do you expect from your partner? How will you respond?

### STEP 3

Practise presentations.

- How is the presentation style?
- Which parts still need practising?

### STEP 4

Together with the teacher, the children welcome the guests.

The children give their pitches to the invited local residents aged 75 and over and talk to them after each pitch.

- What do the over-75s like/dislike?
- How could the children's ideas be refined? What would make the over-75s happy?
- ...

# Example IDEA PITCH



**sociaal  
ondernemen  
in de klas**

PART OF PITCH	DRAWINGS (1 or more drawings)
<p><b>OPENING</b> We are Vincent, Maartje, Mohammed and Suzan. We would like to present our idea to you, the over-75s in our neighbourhood. We have come up with a solution for loneliness among people aged 75 and over in our neighbourhood. It is important that you listen to our idea because we are curious about your opinion and perhaps you have some tips for us.</p>	<p>eenzaamheid senioren</p> <p>SCHOOL</p> <p>1X / maand</p>
<p><b>PROBLEM</b> The problem is that our elderly neighbours are often home alone for long periods of time. Perhaps because they have difficulty walking, tire easily, or have few acquaintances, friends, or family members. This means they spend a lot of time at home, alone in front of the television. And if you receive few or no visitors, you become lonely. A survey we conducted shows that more than half of people over the age of 75 feel lonely. That's not good. Examples of the problem include Mrs De Bie, who lives in Valkstraat, Vincent's grandmother. She broke her hip and no longer dares to go outside on her own. And Mr Van Galen, Mohammed's neighbour, sits in front of the television all day and hardly ever has visitors. His family lives far away and he has no children.</p>	
<p><b>IDEA</b> Our idea is to organise a monthly morning get-together for people over 75 at our school. Then we can play games together, make drawings together or tell each other stories, for example.</p>	
<p><b>WHY THIS IDEA?</b> We think this is a good idea because we believe it will help older people in our neighbourhood feel less lonely, as they will get to know us and we can do fun things together.</p>	
<p><b>PUBLIC OPINION</b> What we want to know from you is whether you would like to come to our school once a month to do fun things together. And what do you consider fun things?</p>	

<b>COMPONENT PITCH</b>	<b>DRAWINGS</b>
<p><b>OPENING</b> We are ..... We have devised a solution for ..... It is important that you listen to our idea because .....</p>	
<p><b>PROBLEM</b> The problem is that ..... Examples of the problem are .....</p>	
<p><b>IDEA</b> Our idea is to .....</p>	
<p><b>WHY THIS IDEA?</b> We believe this is a good idea because .....</p>	
<p><b>PUBLIC OPINION</b> What we want to know from you is .....</p>	