



7 SHOW AND TELL





01 WHY-HOW-WHAT

Now that your chapter has a prototype, it's time to share it with the world! This activity sheet will guide you in delivering a project pitch. *60+ minutes*

Building an effective project pitch

Every good project has an effective, convincing pitch. This is a good opportunity to practice your presentation and pitching skills. Your pitch will help your audience understand the importance of the issue you're talking about and how your project can address it.

Traditionally, many pitches and advertisements start with what the product can do. However, we want you to connect with the audience on a deeper level, by first telling them the purpose of your work, and the process your team went through, then finally what your proposed elements and ideas can accomplish. This is the **Why-How-What** formula.

Your pitch should be no longer than **5 minutes**. We encourage you to also invite your friends from outside the chapter to listen in on your pitch and provide feedback! Consider also speaking to any stakeholders related to your site, such as your school principal if the site is on school grounds, or parks & recreation staff if it is at a local park.

Ensure that your prototype is visible for everyone to see. Try recording your own pitch to see where you can improve.

1. Why: The Purpose

What is the challenge that you are addressing?
Restate your How Might We question

2. How: The Process

What did your team do to find more information about the issue?
Who did you talk to? What did you see on your site visit?

3. What: The Result

What is your team's proposed elements and ideas? How are they incorporated into the existing site?
How does it address the challenge?

4. Conclusion

How does your team's prototype address the challenge?



02 SUBMISSION

Your chapter is invited to participate in the 1UP Design-Build Pitches as part of the 1UP Toronto Conference for a chance to win up to \$1,000 in additional funding to support your project.

Each chapter will have 5 minutes to pitch to a panel of judges, followed by 5 minutes of Q&A from the judges.

To participate, you will need to complete the following:

Slide Deck

- Please make a duplicate copy of the 1UP School Chapter Presentation - Pitch Template in your school chapter's assigned Google Drive folder under "Activity Sheet #7"
- Update the slide deck to reflect your school chapter's information
- Additional slides may be added to support your presentation, but be mindful of the pitching time limit of 5 minutes
- Please review the judging rubric below which will be the basis for determining the winning school chapter

Printed Display Board

Each chapter's display board will be displayed throughout the duration of the 1UP Toronto Conference. Urban Minds will design and print the Display Boards. Your chapter simply needs to submit the content as outlined below:

- Project name (maximum 10 words)
- Description of your challenge/ problem (maximum 75 words)
 - What is it?
 - Why did you choose to tackle this challenge?
- Your "How Might We" question (maximum 30 words)
- Description of your proposed solution (maximum 75 words)
 - How you are planning to use the \$200 stipend
 - How will you use the additional \$1000 if awarded?
- Description of your process (maximum 75 words)
 - How did your chapter get to the proposed solution?

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02 SUBMISSION (CONTINUED)


- Supporting images and their associated captions
 - Any precedents/inspiration that you drew from
 - Site visit photos (include site name)
 - Map of your site
 - Sticky notes/any observation notes
 - Empathy map
 - Sorting table (for your How Might We question)
 - Prototype photos
 - Group photo of team members, including a list of full names from left to right, top to bottom
 - Teacher Supervisor headshot, including their full name
 - Mentor headshot, including their full name
- Your chapter's social media handles (Instagram, TikTok, etc.)
- All images should be a **minimum of 2700 x 4800 pixels**. JPG, PNG, PDF are all acceptable file formats.

Your Program Coordinator will provide you with the exact due dates of these submission requirements and the Google Drive link to upload these items.

Additional Tips to Deliver a Successful Pitch

- Consider how your body language, emphasis, and tone impacts your message. Be sure to maintain eye contact, and speak in a clear, loud manner.
- Interact with your slide deck. Point to what you are referring to to provide clarity for anyone listening.
- Practice, practice, practice! Present your pitch to friends or family members and ask for feedback.
- Watch how chapters pitched their ideas in [2023](#) and [2024](#) on our website.


02 SUBMISSION (CONTINUED)



Crescent School

Tackling Congestion in the Crescent Community


1UP Fellows: Andy Song & Arqish Minhas



The Problem


Students and parents are plagued by long waits queuing into Crescent School everyday; the wait turning into Crescent can be as long as 15 minutes, causing students to be late in the mornings and wasting many parents' time in the afternoon. Other users of Bayview Avenue also experience delay from the congestion. Although many complaints have been addressed with solutions like staggering student dismissal and start times, the congestion remains an irritating issue for all.

"How might we reduce transportation time for all Bayview users caused by traffic congestion that is exacerbated by Crescent pickup/dropoff?"




Our Process

Our chapter noted that congestion stems from several causes, therefore our solution is multifaceted. We identified key issues in the community, such as lack of awareness surrounding turn-in lanes, parents not abiding by parking lot rules, and too much transportation demand. The club spent weeks brainstorming ideas, collecting observation data, and debating the feasibility of solutions. We arrived at our three sub-proposals after filtering out impractical ideas that may incur excessive costs and resources.



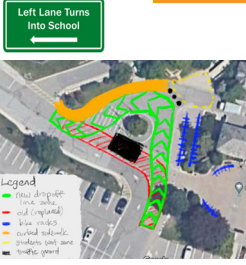
Meet the 1UP School Chapter!



Top Row: Blake Shonfeld, Timur Oran, Deren Terzioglu, Dario Danieli, Greg Mavroudis, Iliyan Gangani, Thomas James, Julian Chen, Tyler Hunt, Marko Sreckovic, Arya Farhangdoost
 Bottom Row: William He, Andrew Qiu, Arqish Minhas, Andy Song, Abdul Hussein
 Missing: Geoff Green (faculty advisor), Ryan Rivlin, Koen Chan, Allen Luo

Our Solution

Firstly, we designed roadside signs warning other Bayview users that the turn-in lanes are full of queuing cars. Secondly, we redesigned the Crescent drop-off zone to efficiently reallocate space and tend to parents' wishes. Finally, we devised incentive systems for active school travel. The initial \$200 will be used for preliminary remodeling and prototype testing. The additional \$1000 will go towards parking remodel costs; further costs will be covered by the school and fundraising efforts.



Sticky Note Brainstorming Table


Group Collective Ideas

| Issues | Solutions (Is there any overlap?) |
|--|---|
| Parents/Students arrive at school late | Parents/Students arrive at school on time |
| Parents/Students arrive at school late | Parents/Students arrive at school on time |
| Parents/Students arrive at school late | Parents/Students arrive at school on time |

Empathy map


| Person's current experience | Person's ideal experience |
|--|--|
| Crescent parents/students arrive at school late, frustrated with their time to departure | Crescent parents/students comfortable and not frustrated with their time to departure |
| Other Bayview users stuck in traffic for longer, delaying them getting to work. Using up a lot of time only to not offer anything. | Other Bayview users aware of school traffic situation, less frustrated with holding or late intersection |

Teacher Supervisor



Geoff Green

Mentor



Matthew Graystone

Example of a display board created by Urban Minds, with content provided by 1UP Crescent School, for 1UP Toronto Conference 2024.



03 JUDGING RUBRIC

This is a sample of a judging rubric from the 2024 Conference. An updated version will be provided to you by your Program Coordinator.

| CHAPTER NAME: | | 1 (Low) | 2 | 3 | 4 | 5 (High) |
|--|--|---------|---|---|---|----------|
| EMPATHY The chapter has clearly identified the specific problem the user(s) are experiencing. The chapter has listened to the needs of the actual people experiencing the problem. | Emotional appeal Pain points User discovery Problem validation Problem + need statements Listening to users Clarity on who the user(s) are (target market) | | | | | |
| NOVELTY The proposed solution clearly stands out. The proposed solution has not been implemented before at this location. | Creativity of idea Wow factor Clear value proposition Awareness of competition or alternatives (if any) | | | | | |
| USEFULNESS It is clear and proven that the proposed solution will be useful to the community. | Need(s) addressed in solution User testing and feedback Evidence of user commitment | | | | | |
| LAUNCH The chapter is pitching to make this idea real and has made it clear what their next steps are. The chapter outlined how they would use the funds and what they would do to get the project off the ground successfully. | Pitch quality Passion Feasibility and viability Strategic Partnerships and Buy-in Traction Next Steps Asks/call to action | | | | | |
| TOTAL SCORE: | | | | | | |