

Slides 7.10: Build the Pitch and Prototype

Slide outline for Lesson 7.10. **Day 1 is slides 1 to 8. Day 2 is slides 9 to 15.** Slides 4 and 5 stay up both days; a team building a poster needs the panel order and the prototype menu in view while the teacher is in the stuck-team protocol with somebody else.

DAY 1: Build

Slide 1: Build the Pitch and Prototype, Day 1

- Unit 7, Lesson 7.10, Topic 7.2 FACS Shark Tank
- Two days. Eighty minutes of class time. Then you pitch Image: a blank poster board leaning against a wall next to a tray of markers. Notes: Material trays laid out before the bell. The build clock written on the board as four ten-minute blocks. Do the four-gate scan in the first three minutes before anybody picks up a marker.

Slide 2: Do now

- List every single thing your team has to finish before Friday
- Put a star next to the one that will take the longest Notes: Take four teams' starred items. Then the hook, with the clock on the board: "You have eighty minutes of class time left. That is it. Your starred item gets the first thirty of them."

Slide 3: Numbers Clinic. Fifteen minutes.

- Your own unit cost, line by line
- Price, margin, fixed cost
- Break-even in units, rounded up
- One-month projection with a reason that is not a guess
- **CFO signs. I initial. No signed page, no poster** Notes: **Run this only if Lesson 7.8 ran one period.** If Lesson 7.8 ran two days, skip this slide and give these fifteen minutes back to build time. Say which version you are running out loud.

Slide 4: The five panels

PANEL 1	PANEL 2	PANEL 3	PANEL 4	PANEL 5
THE PROBLEM	THE SOLUTION	THE CUSTOMER	THE NUMBERS	THE ASK
One sentence + one image	What you make, + one differentiator	Five specifics + one real quote	Five numbers, BIG	What you want, with a number
CMO	CMO	CMO	CFO	CEO

Notes: A judge reads these left to right without being told to. **The one hard rule: panel 4 has to be readable from ten feet.** Somebody stands at the back and reads it out loud. If they cannot, the numbers are too small.

Slide 5: The prototype menu. It has to use a skill from this year.

Route	Unit
A sewn sample or a mended item	Unit 5
A dish, plated, or a printed costed menu	Units 1 and 6
A scale floor plan on graph paper	Unit 4

A price sheet or budget like the investor reports	Unit 2
An activity kit card for a child	Unit 3
A two-screen sketch of an app, every button labeled	Unit 7
A labeled drawing, mock-up, or written service card	any

Notes: **A drawing counts. A cardboard mock-up counts. A written card counts. Nothing does not count.** Every team writes one sentence: “We used a skill from Unit : **we** .”

Slide 6: Plan in pencil first

- Fill the five panel boxes on the planner
- Who draws what, and by which minute
- **Nothing goes on the poster until I sign the planner** Notes: Ten seconds per team to read and sign. This stops the biggest waste in a build day, which is a team drawing beautifully for twenty minutes with no plan.

Slide 7: Build block A. Panels 1 to 3.

- Eleven minutes
- CMO leads layout
- CFO drafts panel 4’s numbers large and legible
- CEO writes panel 5 Notes: Walk with the stuck-team protocol. Say nothing about how the poster looks; ask about what is on it.

Slide 8: Build block B. The prototype.

- Ten minutes
- The teacher runs the box cutter, the iron, and the sewing machine. For everybody
- Write your Unit sentence on the back of the planner
- **Status report at the bell: what is done, what is left** Notes: Circulate with the tools that need a teacher. Each team gives a one-line status report standing at their table. The teams that are behind hear each other and know it.

DAY 2: Finish, rehearse, review

Slide 9: Day 2. Your pitch is tomorrow.

- Do now: write the ONE question you hope nobody asks you Notes: Take four and write them on the board under “Questions we are not ready for.” Then: “Somebody on that panel is going to ask one of these. The last forty minutes you have is for making sure the answer exists.”

Slide 10: Hard stop at minute 13

- Panels 4 and 5 finished
- Prototype finished. Finished or not
- One index card behind panel 5: the answer to one question from the board Notes: Announce the minute out loud twice. Walk with tape and a marker and fix the physical problems yourself, so teams are not spending their last minutes on logistics.

Slide 11: Rehearse. Three times. Standing.

- Poster up
- All three of you speaking your own parts
- Timed every time. Write all three times
- **Nobody rehearses sitting down** Notes: Say one thing per team, not three. Mark the part that runs long every time; that is the part to cut.

Slide 12: Peer review. Team to team.

- Deliver the whole pitch once, poster up
- The listening team scores the sheet: the six parts, the panels, and our own Lands and Kills list
- Then swap Notes: Eleven minutes covers both directions for ten teams if you keep the transitions tight. This is worth more than teacher feedback, because the criteria are the class's own.

Slide 13: Two things to write

- **One thing to keep**, naming something you saw or heard
- **One thing to change**, with “next time try ___”
- **“Good job” does not count** Notes: The question that fixes a vague line: “What did you hear that made you write that?”

Slide 14: Make two changes. Write both.

- “We changed ___ because ___”
- “We changed ___ because ___”
- **These two sentences are what separates Meets from Approaching on the pitch** Notes: Say that out loud before the review round starts, not after.

Slide 15: Folder in. Posters on the counter.

- The folder: business brief, customer research, numbers page, planner
- **Criteria 3, 4, and 5 get scored from this tonight**
- Poster and prototype on the counter, taped down, in running order Notes: Then the closing line: "Tomorrow there are adults in this room who do not have to be here. They are coming because somebody told them eighth graders in this building built businesses. Be the reason that was true."