

THE PITCH

“A designed solution to a real 2040 industry problem — five panels in any medium, pitched in three minutes by the whole studio, and tested by the floor.”

The commission. Your studio locked a problem, sprinted a concept, and survived friendly fire. Now: assemble the five panels in ANY technology your studio commands, pitch them in three minutes with every member speaking, and take two questions from a trained floor.

■ THE PITCH MUST CONTAIN — SIX REQUIREMENTS

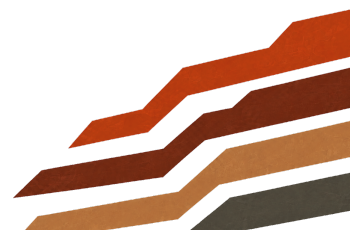
- 1 **Five panels, any medium** — the problem · the concept · who it's for · why it works · what's next.
- 2 **The signed HMW, unchanged** — the concept answers the question the Dossier locked.
- 3 **Evidence with sources** — the problem's proof, carried from Lesson 3 (the law never expired).
- 4 **The repair, shown** — the hardest friendly-fire question, and the fix it forced.
- 5 **Every voice** — each member speaks to at least one panel.
- 6 **Honest panel five** — what it truly needs to exist, including what a Year 7 team can't yet know.

■ HOW THE PITCH BUILT ITSELF — THE UNIT WAS THE DRAFT

- 1 **Lesson 1** drew the world it lives in — and taught the tour.
- 2 **Lesson 2** named the skills and met the founders.
- 3 **Lesson 3** locked the problem, signed and evidenced.
- 4 **Lesson 4** designed the answer and stress-tested it.
- 5 **Lesson 5** is assembly, voice, and the floor.

Integrity rule — read aloud before the first pitch. There is no right medium and no right problem. A hand-drawn paper poster about dust pitched with evidence scores identically to a video about batteries pitched with evidence — and better than either pitched with hype. The rubric marks the problem, the thinking, the honesty and the voices. It never marks the technology, and it never asks which future you chose.

And the floor is assessed by its own standard: the year's final lesson still rewards the best question in the room — because this program has always marked the thinking, on both sides of the stage.



MARKING RUBRIC — FIVE CRITERIA, FOUR BANDS

Criterion	Excellent (4)	Sound (3)	Developing (2)	Beginning (1)
The problem	HMW clean and Goldilocks-sized; evidence real and sourced; the person who feels it named and vivid.	Clear HMW with evidence; sizing or the who slightly soft.	Problem stated but fuzzy, oversized, or thinly evidenced.	Problem unclear, unevidenced, or a solution in disguise.
The concept	Concept directly answers the studio's own HMW; the five panels complete in the chosen medium; drift-free.	Concept answers the HMW; a panel is thin or the link needs the pitch to explain it.	Concept partially drifts from the HMW; panels incomplete.	Concept answers a different question, or panels missing.
Honesty	Panel five names real needs and limits; the friendly-fire fix is shown, not hidden; no hype anywhere.	Honest what's-next; minor gloss elsewhere.	What's-next vague ("just needs money"); repairs hidden.	Advertising throughout; limits denied under questioning.
Communication	Spine followed within time; hook lands; the medium serves the message; audience visibly follows.	Clear pitch, mostly timed; one move sags.	Pitch wanders or badly overruns; medium distracts from message.	Unrehearsed; the room is lost.
Team & the floor	Every member speaks with purpose; Q&A met with evidence or an honest "here's how we'd find out".	All speak; Q&A handled with minor stumbles.	One voice dominates; Q&A deflected.	Members silent; questions treated as attacks.

Conditions: three-minute pitch, hard-timed; two floor questions under hearing rules; any presentation technology (paper to video), with a named paper fallback for digital media; panels may be assembled across Lessons 4–5; the five panels are archived (photographed, exported or filmed) on the day. Recording for industry feedback only per school policy and consents.

FEEDBACK SHEET — TO THE STUDIO

The pitch's strongest move (hook / problem / concept / proof / ask): _____ · because:

Panel five's honesty — the line that earned trust: _____

The floor's best question, and how the studio met it:

Criterion scores: Problem ____ /4 · Concept ____ /4 · Honesty ____ /4 · Communication ____ /4 · Team ____ /4 ·
TOTAL ____ /20

ALIGNMENT

Assesses: "The concept of innovation and the ways businesses identify and respond to business opportunities" and "The characteristics of entrepreneurs, including the behaviours and skills they bring to their businesses" — Year 7 HASS Economics, Revised WA Curriculum (SCSA, implementation 2026) · HASS skills: Questioning and researching; Analysing; Evaluating; Communicating and reflecting · Career Learning: enterprise skills and the world of work.

