

PITCH DAY

“The last lesson of Year 7. Your studio, your problem, your design — pitched to a room that's learned all year how to ask hard questions. Finish loudly.”



YOUR ROLE TODAY: FOUNDER ON STAGE

Everything assembles. The Dossier is your problem. The Blueprint is your concept. Today they become a pitch — in any technology you choose — and the room judges it with rules you helped invent.

■ THE STAGE RULE — ANY TECHNOLOGY, ONE LAW

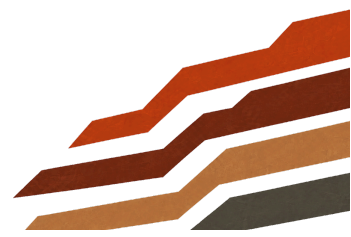
Pitch in ANY medium your studio can command: paper poster, slides, a video, a website, a model, an animation — the judges never mark the medium. **The law: the FIVE PANELS must exist**, whatever form they take:

- 1 **THE PROBLEM** — your HMW and its evidence, straight off the Dossier.
- 2 **THE CONCEPT** — the Blueprint, centre stage: name, drawing, what it is.
- 3 **WHO IT'S FOR** — the person from your HMW, made real.
- 4 **WHY IT WORKS** — the so-that chain, plus the fix friendly fire forced.
- 5 **WHAT'S NEXT** — what it needs to exist, honestly, and the first thing a team like yours could actually test.

Our medium (circle or write): paper poster • slides • video • model • other: _____

Panel each member owns: 1 _____ • 2 _____ • 3 _____ • 4 _____ • 5 _____ (every member speaks — the rubric checks)

Digital studios name a paper fallback NOW (screenshots count): _____



■ THE PITCH SPINE — THREE MINUTES, FIVE MOVES

- 1 **THE HOOK (15 seconds):** a question, a number, or a picture of 2040 — something the room can't ignore. Not “hi, we're studio...”; hook FIRST, name second.
- 2 **THE PROBLEM (45 seconds):** the HMW in plain words, the person who feels it, the evidence it's real.
- 3 **THE CONCEPT (60 seconds):** what it is, how it works — point at the Blueprint, don't read it.
- 4 **THE PROOF (30 seconds):** the so-that chain, out loud — and the hard question friendly fire asked, with your fix. Showing a repaired hole beats hiding one.
- 5 **THE ASK (15 seconds):** what's next and what you'd need. End on a sentence you chose on purpose — last words linger.

Draft your HOOK here — two options, pick the braver one:

■ THE REHEARSAL — TWO RUNS, NO SKIPPING

RUN 1 — the whisper run: full pitch, whisper volume, timed. Our time: _____ · The move that ran long:

RUN 2 — full volume, fixed timing. Our time: _____ · Ready? ☐ yes ☐ one more fix first: _____

The member most likely to rush: _____ · our secret slow-down signal: _____

Our chosen last sentence — the one that lingers: _____

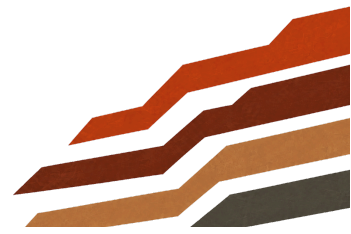
■ Q&A PREP — THE ROOM HAS BEEN TRAINED FOR THIS

After your pitch: two questions from the floor, hearing rules — hard questions are a gift, and “we don't know yet, but here's how we'd find out” is a full answer.

The question we're most afraid of: _____

Our answer — written now, calm, before the lights:

The second question we'd bet on: _____ · our one-line answer:



■ WHEN YOU'RE THE AUDIENCE — THE ROOM WORKS TOO

- 1 **Judge card open, criteria live:** problem real & sized · concept answers THEIR HMW · honesty in panel five · pitch craft, every voice heard.
- 2 **Write one exact quote worth keeping** — press corps rules never expired.
- 3 **Fire good questions:** the BEST QUESTION FROM THE FLOOR is a real award today. Make Google-proof ones — you know how.

■ THE AWARDS — FIVE WAYS TO WIN

JUDGES' PICK · PEOPLE'S CHOICE · THE HONEST FIVE (best what's-next candour) · THE STEAL AWARD (best credited improvement) · BEST QUESTION FROM THE FLOOR

The pitch (not ours) I'd invest in, and the sentence that sold me:

■ CLASS OF 2040 — THE YEAR SIGNS OFF

Last act of Year 7. On the class wall, sign two things: your name — and your job title in 2040. Steal it from your Job Reality Profile, or invent one the world doesn't have yet. The wall stays up. 2040 is coming to check.

My 2040 title, drafted here first: _____

■ EXIT — THE YEAR IN FIVE TICKS

This year I... ☐ mapped what makes places liveable · ☐ followed WA's resources to the world · ☐ judged a mine on evidence, like a court · ☐ scouted real careers with real numbers · ☐ designed the industry's future and pitched it

The lesson from this whole year I'll still remember at 26, in 2040:

AND THAT'S YEAR 7

You started this year drawing your own street. You're ending it pitching the future of a global industry — with evidence, with honesty, and with a room full of hard questions you weren't afraid of. Whatever 2040 looks like: it's lucky to have you.

