Assignment: Pitch your technology

In this assignment, you'll practice telling the story of your technology in a way that people can understand and get excited about.

1. Choose a specific audience that has a stake in your challenge: this might be a community you'd work with, a city council, a national park management team, a land management council, or a local business.
2. Create and record a short (5-10 minute) presentation to pitch your tech to them. Remember: this isn't a business pitch; your goal is to share your idea with some of the stakeholders that would engage with it, in order to get them interested in being involved in the project and get their feedback. In the next module, we'll practice more formal business pitches (e.g. pitching for investors, grants, etc.)

Tips:

Think back to the exercises and activities completed in this module thus far, as well as those from other modules if you have completed them. Make a case for the advantages of the tech, the risks you've identified and addressed, and the long-term considerations (e.g. troubleshooting support, clean-up and wind-down). You are encouraged to borrow elements of your work from the previous lessons, e.g. a map of your technology or some of the insights from the Tarot Card activity.

Be sure to keep the communities that will be impacted by your technology at the center of your focus.