

# ENGINEERING FOR PEOPLE

## DESIGN CHALLENGE



## STUDENT PITCHING GUIDANCE



Delivered in partnership by Engineers Without Borders South Africa, UK and USA.

## Well done on being selected as a finalist in the Engineering for People Design Challenge!

The purpose of this guide is to help your team prepare for the pitching phase of the Grand Finals online series. During this phase your team will pitch to an expert panel of judges who will mark you according to the marking criteria. This will take place virtually over Zoom. We will provide you with the necessary links to access your virtual pitching session closer to the time.

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### Pitch parameters

Your team will have 20 minutes with the judging panel. In that time you will present a short pitch of **no more than 10 minutes** explaining your design, followed by questioning from the judges for a maximum of 10 minutes. The judging panel will be made up of community representatives from Makers Valley alongside engineering professionals. There will also be a member of staff from Engineers Without Borders UK and up to two other student teams present who will also be presenting during the same pitching session.

During the final session on Friday 3 July, the top six teams will be announced. If you are one of these top 6 teams you will be asked to provide a live two minute elevator pitch to the other finalist teams, industry representatives and our judges who will all be present. All teams must prepare this in advance and email the transcribed elevator pitch to us at [challenge@ewb-uk.org](mailto:challenge@ewb-uk.org) using your unique team ID (UK2020-XXX) in the subject line, by Friday 26 June - this will allow an Engineers Without Borders UK staff member to represent your team if there are any technical issues on the day.

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### Preparing your pitch

- Read and reflect on the feedback you have received from reviewers. You have the opportunity to incorporate this expert feedback into your pitch-use it!



- This might seem obvious but it is essential; take the time to really understand every aspect of your design: How much does it cost? What makes it unique? What are the bad points and what could be improved? The more you understand your design the better you will be both presenting on it and answering questions about it.
- Prepare for questions from the judges. Challenge yourself to critique your own work. Consider what they may ask and prepare the answers. Use the constructive feedback your reviewers have provided to think about what these questions might be.

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## Considering how to present as a team

- Preparing a script in advance helps to ensure you don't forget anything and decipher who is saying what.
- Think about the narrative you are trying to communicate. Ensure your pitch has a beginning, middle and end. Set the scene, define the problem. Consider the following questions: Why is that an issue? How does your design solve it? How is it appropriate for the Makers Valley context? What happens after it is installed?
- Each individual will have different strengths and each team will have different dynamics. Think about how best to use these to your advantage. For instance, think about who is going to present during your pitch, consider if you will involve the whole team or assign it to someone who's skill set or personality specifically matches the task.
- It's simple, the better preparation the better the pitch. This may be more difficult with members of your team in different locations, but use the opportunity to get used to the format of communicating via virtual calls so you feel confident in both your pitch and the technology on the day.

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## Considering how to present your pitch

- We encourage you to create some visual aids for your pitch to keep your audience engaged.



- How you should pitch depends on your audience, think about who they are and what they want to know. Use your time wisely to convey the most important and relevant elements of your design.
- Ensure you know who will be presenting the slides on Zoom and how you know when to change the slide.



## On the day

- Ensure any laptops used are fully charged. Have a back up plan for any bandwidth issues, perhaps planning to have a team member step in if another drops out.
- Make sure you are in a well-lit area.
- Put your camera at face level (use a stand, or stack of books if you are using a laptop camera), relatively close to you.
- Consider what is in the background of your camera shot. Is it inappropriate? Will it be distracting?

## During your pitching session

- During your pitching slot a member of your team will be in control of the screen, allowing you to use screen sharing capabilities, controlling what all attendees can see.
- If you look directly at your camera while speaking, your attendees will feel much more included in the conversation. Position the 'active speaker' window on your screen directly under the camera so that it is natural for your eyes to be looking towards the camera
- Make sure you are in a quiet area. Consider using a pair of headphones along with your computer microphone. If you can't be in a quiet area, consider a headset with a microphone.

Our final tip is to smile and relax! This is easier said than done, pitches are stressful for everyone, but evidence suggests that your actions can influence your emotions. So when you smile (even if you don't really feel like it), you can trigger your brain to relax and when you are more relaxed your pitch will be more natural.

