SDG 15 Seeding Sustainability
MM1: Problem to PitchThe Ice Cream Olympics

MM1: Problem to Pitch - The Ice Cream Olympics

Programme Phase 1: Research and Development

Lesson 9 Design Thinking Test 2.0 Pecha Kucha 2

Subjects: Climate Action and Sustainable Development, Design, Technology, Science

Lesson Title and Summary: Creating a Pecha Kucha

In this lesson, learners will continue to plan, create and present a Pecha Kucha on their marine plastic waste project.

The lesson and its resources support learners to create their outline and begin to develop their presentation step-by-step. Using the lean canvas and the 5 Ws of business planning, they will gather the information to present their project

Vocabulary: Outline; Pecha Kucha; Pitch

In this lesson, the learner will:

- summarise work done (to date)
- create an outline for their presentation
- begin to gather their images and set up their presentation template
- develop team skills
- develop presentation skills
- create a Pecha Kucha presentation
- deliver a Pecha Kucha

Materials

- Worksheet: Pecha Kucha Planning Guide
- Worksheet: Pecha Kucha Outline
- Worksheet: Pecha Kucha Checklist
- Worksheet: 8 Ws Business Planning
- Worksheet: Lean Canvas
- Internet
- Computer or tablet access
- Paper
- Pens, pencils or markers

Activity Instructions

Activity 1 Planning an outline (20 minutes)

Before the lesson, give each team a copy of the Pecha Kucha Planning Guide and ask them to read through it before the lesson. They can underline words or phrases they aren't sure of. Learners will work through the creation of their Pecha Kucha as a team and will divide the work between them.

1. Give learners 5-10 minutes in their teams to review the Pecha Kucha Planning Guide. As they should have read through it before the lesson, they can use this time to summarise the key points and check understanding of unknown vocabulary. Monitor and support.
2. Ask learners to complete worksheet: Pecha Kucha Outline using their vision boards and worksheet.

Activity 2 Develop the Pecha Kucha template (30 mins)

1. Using worksheet: Pecha Kucha Template, allow learners to work through developing their ideas and plans for their Pecha Kucha. They can also use this time to begin gathering images and sourcing information.
2. Monitor and check each team's template and encourage learners to refer to the Planning Guide and their Outline for support.
3. Encourage learners to keep asking themselves about the image / script relationship and to ensure minimal text on their slides.

There are two structured sessions to support the learners' development of their Pecha Kucha, with an additional session proposed for finalising the activity, allowing approx 3x 1hr classes. However, teachers may elect to offer more time depending on class length and learners' needs. To help learners' ensure they have all the information required for their pitch, they can also use the lean canvas and 8 Ws of Business Planning to help them gather the information.

REFLECTIVE EXERCISE: 3-2-1 (10 mins)

- Three things they feel they have learnt from the tasks
- Two things they found most interesting and would like to explore more
- One opinion they have about the tasks

Use Post-its or a mentimeter survey - www.mentimeter.com - to gather reflections

EXTENSION / REDUCTION ACTIVITIES

Reduction: For a shorter class, complete Activity 1 only and extend discussion time. Complete Activity 2 in a follow-up lesson.

Extension: For a longer lesson, allow learners to continue to work on developing their ideas and planning. Also, spend more time discussing the additional worksheets - Lean Canvas and 5Ws.

Flipped Classroom: Learners are encouraged to look at other presentations for their styles and delivery. Ask learners to visit https://www.pechakucha.com for inspiration.

MEDIA BOX: (materials, online video links, extra resources, case studies etc)

How To Improve Communication Skills? (10 min 28s)
https://www.youtube.com/watch?v=v3DiMAPolIs

Tips on giving oral presentations (2:06min) https://www.youtube.com/watch?v=QKOO99UjsSE

Dos and Don'ts of making presentations effective (2:55min)
https://www.youtube.com/watch?v=X50StnWVh9I

Be a confident public speaker:
- Video (4:49min) https://www.youtube.com/watch?v=tShavGuo0_E
- Public speaking worksheet https://static.tumblr.com/nw2r6wp/2LAmj0c61/publicspeaking.pdf

Nine habits that are destroying your confidence (6:50min)
https://www.youtube.com/watch?v=_RtUt0RsGMc

Local Trip / Expertise / Additional Work and Assessments

Stakeholder Mapping worksheet supports learners to focus on their local audience - see Lesson 3.

Develop the project across subject areas through multiple outcomes such as video, poster, Pecha Kucha, interviews or podcasts.

- SDG 8 Media Communication - supports support the development of the 4Cs skills – Creativity, Communication, Critical Thinking and Collaboration - sign up using your school email

- SDG 4 Supporting Skills - https://www.muinincatalyst.com/s-projects-basic sign up using your school email.

MM1: L9-10 WS PECHA KUCHA PLANNING

Your task: Create a basic Pecha Kucha on your game and its development

20 SLIDES X 20 SECONDS = 6 MINUTES & 40 SECONDS!

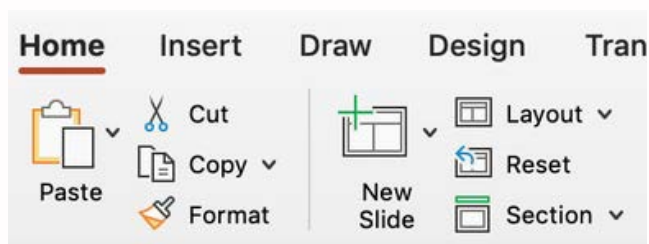You can access Powerpoint through Office 365

- **How to make a Pecha Kucha**
  https://www.youtube.com/watch?v=32WEzM3LFhw

- **Using powerpoint for a pecha kucha**
 https://www.youtube.com/watch?v=q0XWIPbXmVY

1. Open PowerPoint. In slide view, right-click on the first slide on the left and select 'Layout' then 'Blank' on the dropdown menu. This creates a blank canvas.
2. Right-click again on the slide and select 'Duplicate'. This creates another slide just like it.

3. Since the duplicate command is already in PowerPoint's memory, use the shortcut Ctrl-Y to repeat the duplicate (or just right-click duplicate again) 18 more times, for a total of 20 blank slides.

4. Use Ctrl-A to Select all slides in the left, and then go to 'Transition', advance slide and set it to 20 seconds. If you didn't select all slides then apply timing to all slides.
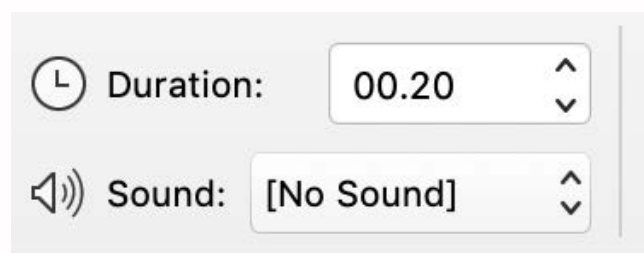
5. You can also select transition styles and speed here. The simplest is the best. Maybe nothing more than a simple fade, particularly as you only have 20 seconds per slide.

Tips on creating a Pecha Kucha

- Most important, keep it simple as you have less than 7 minutes. Focus on the most important points.
- Remember your slides should be images only with your text spoken / read out
- Your images - You can resize your images to your liking. Best is to fill the whole slide with your image unless you have a reason for using space, e.g. emphasising something.

MM1: L9-10 WS PECHA KUCHA PLANNING

- Also limit the text on your images and superimpose your text over the image use colour to make your text standout.

Free presentation software

- https://prezi.com/
- https://www.canva.com/
- https://www.libreoffice.org/
- https://pc.wps.com/
- Google Slides - https://www.youtube.com/watch?v=dYOLZuw-b00

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Getting Free images

In public domains such as Wikimages or Pixabay often you just have to credit the photographer or they are free for non-commercial or educational use. Remember to check and credit!

- https://pixabay.com/
- https://www.flickr.com
- https://en.wikipedia.org/wiki/Wikipedia:Public_domain_image_resources
- https://blog.hubspot.com/marketing/free-stock-photos
- https://blog.snappa.com/free-stock-photos/

Examples of Pecha Kuchas

- https://www.pechakucha.com/presentations/daily-acts-of-creativity
- https://www.pechakucha.com/presentations/random-acts-of-courage
- https://www.pechakucha.org/cities/dublin/presentations/fenced-in
- https://www.pechakucha.com/presentations/changing-the-rules-of-our-reality-with-technology
- https://www.youtube.com/watch?v=FHuB4my_UT4
- http://www.pechakucha.org/presentations/time-based-art

Remember to share with your peers anything that helped you and your group.

- What tips would you add?
- How would you explain to someone what a Pecha Kucha is?
- How would you explain how to design a Pecha Kucha?

MM1: L9-10 WS PECHA KUCHA CHECKLIST

15 LIFE ON LAND

1. Start With an Outline - All presentations should start with an outline

What is an outline – this is the structure of the story you are going to tell. Stick to one idea per slide then have 1 or 2 sentences about that idea / slide – Remember you have only 20 seconds per slide.

- Use the points below to help you order your outline
- Think about how many people are in your group
- Think about how many slides that is each per person
- Divide your content between your group
- You should always have an introduction slide
- You should always have an summary slide at the end
- You can can use paper, post-its, the outline function in Powerpoint, or a digital notebook or Microsoft Word to plan your presentation.
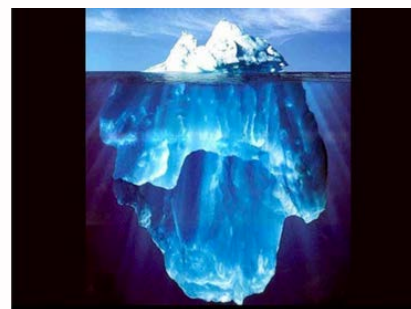
2. Tweak Your Outline

- Play around with the order of your information and slides to tell your story. Remove details or slides if they don't help you say what you want to say.
- You might separate some of your sentences / ideas or combine them depending on what you want to say - you only have 20 slides x 20 secs each slide.
- Think about your audience try to make it interesting for them. Keep playing with the order of your ideas and your story / message.

3. Make your template and add your pictures - Once you have your 'story' then find strong visual images for your 20 slides that help tell your story. Work together – think about your image choices and how they fit with your text.

Let your images be the tip of the iceberg – as presenters you will explain what's 'behind' your image.

- You will have to import images into your Pecha Kucha template - instructions are in the Pecha Kucha planning guide.
- You should limit the text on your slides – try to keep them as only images / graphics or images / graphics with titles.
- The most successful Pecha Kuchas don't use much if any text. No more than 5 words per slide is a good reference.

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4. Practice - Practice as much as you can. And practice again.

- Speak your text out loud with your slide show running more than once and time it – you will see that even with your 1 or 2 sentences per slide you might have too much.
- Keep practicing your slides with the text you want to speak – do they tell your story well? Keep re-doing them until you are happy.

'The 7Cs of Effective Communication': https://www.youtube.com/watch?v=xXz1oZONUIM

- You can also have a number of slides for each idea or sentence to help slow things down or improvise. Be careful when improvising – it is easy to run over time.
- Tips on giving oral presentations https://www.youtube.com/watch?v=QKOO99UjsSE

5. To Animate or not?

- Animations and transitions can be distracting and also mess up your timings. General advice is not to animate as the slides are only 20 secs long.

6. Practice your masterpiece again

- Yes, time to practice again. With less than 7 minutes to present, you can afford to practice more often. The slideshow runs automatically so you will run out of slides or have images that do not connect to your ideas / spoken text if you're timing isn't right.
- Remember add your own personal flair, humour and interest.
- Oh, did I mention practice?

7. Finally, don't forget your audience! Make eye contact, be warm, be human.

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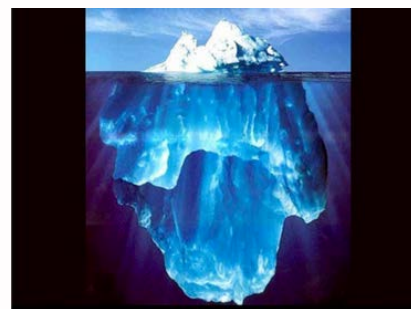
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Problem
List your customer's top 3 problems

-worry that pet will get lost when home alone

-worry that pet is up to no good when home alone and want a way to connect while at work

Existing Alternatives
List how these problems are solved today

There are various collars on the market that track your pet's location. Some track steps and various other stats. There is a separate camera device that can be worn by your pet, but nothing exists that works as a GPS, camera and communication device in one.

Solution
Outline a possible Solution for each problem

worry that pet will get lost-you will be able to track your pet at all times.

worry that pet is up to no good when home alone-you will be able to see what your pet is doing at all times.

miss pet and want a way to connect while at work-you will be able to connect using your voice while you're away

Key Metrics
List the key numbers, that tell you how your business is doing

Number of units sold.

Unique Value Proposition
Single, clear compelling message, that turns an unaware visitor into an interested prospect

Love Paws makes it possible to be with your pet even when you're away.

High Level Concept
List your x for y analogy (e.g. youtube = flicker for videos

Love Paws is the Nest of pet tracking devices.

Unfair Advantage
Somthing, that can't be easily copied or bought

I am Cesar Milan, world famous dog trainer and I have my own TV show and numerous celebrity clients.

Channels
List your path to customers

Give away for free to celebrity pet owners and celebrity TV personalities on Animal Planet, then do a billboard, print and web and social media campaign.

Customer Segments
List your customer segments and users

Ideal customers are middle to high income, tech-savvy pet owners who spend a significant time away from their pets.

Early Adapters
List the characteristic of your ideal customer

Early adapters are pet owners who love to keep up and own the latest tech innovations as soon as they come out.

Cost Structure
List your fixed and your variable costs

Product design, sourcing of materials, production costs, engineering, marketing, PR.

Revenue Streams
List your sources of revenue

We will initially sell online with the goal to being on the shelves of major pet stores by end of year.

PRODUCT   MARKET

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MM1: L9 - 19WS LEAN CANVAS

PROBLEM
List your top 1-3 problems.

EXISTING ALTERNATIVES
List how these problems are solved today.

SOLUTION
Outline a possible solution for each problem.

KEY METRICS
List the key numbers that tell you how your business is doing.

UNIQUE VALUE PROPOSITION
Single, clear, compelling message that states why you are different and worth paying attention.

HIGH-LEVEL CONCEPT
List your X for Y analogy e.g. YouTube = Flickr for videos.

UNFAIR ADVANTAGE
Something that cannot easily be bought or copied.

CHANNELS
List your path to customers (inbound or outbound).

CUSTOMER SEGMENTS
List your target customers and users.

EARLY ADOPTERS
List the characteristics of your ideal customers.

COST STRUCTURE
List your fixed and variable costs.

REVENUE STREAMS
List your sources of revenue.

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15 LIFE ON LAND

1. WHAT are you planning to do?

2. WHY do you want to do this project? WHO will benefit?

3. WHEN and WHERE will the activity take place?

Date: _ _ _ _ _ _ _

Time: _ _ _ _ _ _ _ _

Location: _ _ _ _ _ _ _

4. WHAT funds are needed to do this activity?

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5. WHO needs to approve this project?

8 WHAT kind of publicity is needed? WHEN?

Type of publicity.   When needed?

1.
2.
3.
4.

7. WHO will do the WORK?

1 Task	3 Task
Person Responsible	Person Responsible
Date Due	Date Due
2 Task	4 Task
Person Responsible	Person Responsible
Date Due	Date Due

8. We're Done!! Was it Worthwhile?

WHAT went well?   WHAT didn't go well?

WHAT would you do differently next time?

WHO needs to receive a thank you note?
Name WHO will write it?