

Without Walls 2013 – The Goal

By the end of these three days your team will have produced:

- A digital slide using the Business Model Canvas as your template. Template is in PowerPoint and is available on the website. You may use the template in another programme if you choose.
- A visual product. This product shows your problem and your solution in visual form, but has no words. You have been provided with a pack of supplies provided by the Art department in order to complete this task.
- A pitch. This is a short presentation that explains your product to the Dragons' Den jury and persuades them to support your idea. They will ask you questions about your idea.

Your problem and creative solution: Task-Specific Expectations

The problem and solution will be judged

In your pitch, slide, and question and answer session, we will be looking to see that:

- You have clearly identified a target community, a problem you want to solve and a solution.
- You understand your community.
- You have researched the problem.
- You have come up with a solution that is creative and has a clear link with your theme; Respect, Inclusion, Cleanliness, or Safety.
- You have considered the cost of the solution, and have clear ideas on how you will be funded.
- You have considered the resources you will need, and how to access them.
- You have clear ideas on who you can help you, how they can help you, and why they should help.
- You have clear ideas about how to reach your community and the people that will help you.
- You have communicated your ideas effectively.

Your pitch:

- Should last between 3 and 5 minutes.
- Should involve at least three members of your team.
- Should be well rehearsed.
- Should be engaging and make us want to care about your problem.
- Should have a clear beginning, middle and end.

Your slide:

- Should have one image for every element of the Business Model Canvas.
- Should contain bullet points or key words that summarise your ideas.
- Should be easy to read quickly and from a distance.
- Should be aesthetically pleasing.

The visual product - Task-specific expectations

This is an image, or collection of images that explain your problem and your solution to an audience of fellow students from other teams without words.

You may use the supplies you have been given and any images or graphics you have found on the internet.

The visual product:

- Should communicate the problem and solution clearly with images.
- Should not contain words.
- Should be stuck on to the A1 sheet of paper you have been given. **This is the only A1 sheet you will be given.**
- Should be a mixed-media piece; use may use hand drawn images, Photoshop graphics, images from the internet, product packaging.
- Should be aesthetically pleasing.
- Should have a clear link with your theme; Respect, Inclusion, Cleanliness, or Safety.
- Should draw people in and make them want to care about your problem or need.