

Pitch Idea & Presentation Guidebook

For the Digital Entrepreneurship Program Students



Techpreneurs

Entrepreneurs

Intrapreneurs

This activity helps you and your team apply creativity, problem-solving, and collaboration to design a **real, impactful solution** using the **Design Thinking** and **Research Method** frameworks.

By the end of this task, you'll have:

- A clearly defined idea
- A short 1-minute creative pitch video
- A research-backed solution that can make an impact

Pitch Idea & Presentation Guidebook

For the Digital Entrepreneurship Program Students

STEP 1 – Form Your Team



 **Techpreneurs**
 **Entrepreneurs**
 **Intrapreneurs**

Personality Type	Description	Role Focus
 Intrapreneurs	Improve systems and make existing organizations better	Process improvement, project execution
 Entrepreneurs	Start and grow new ventures	Vision, leadership, market strategy
 Techpreneurs	Build tech-based solutions	Product design, coding, technical development

Pitch Idea & Presentation Guidebook

For the Digital Entrepreneurship Program Students

STEP 2 – Create Your Innovation Idea



Techpreneurs



Entrepreneurs



Intrapreneurs

Once your team is formed, your goal is to develop a creative idea that solves a real problem within your school using Design Thinking and Research Methods.



Your Challenge:

Pick a school-related problem and propose a solution that can make life better for students, staff, or the campus community.

Pitch Idea & Presentation Guidebook

For the Digital Entrepreneurship Program Students

STEP 2 – Create Your Innovation Idea

Recommended Sectors to Focus On:

- **Education & Learning**
- **Health & Wellness**
- **Waste Management & Sustainability**
- **Transportation & Campus Mobility**
- **Food & Cafeteria Experience**
- **Student Safety & Security**
- **Communication & Information Access**
- **Financial Inclusion for Students**
- **Event Management & Student Life**

Pitch Idea & Presentation Guidebook

For the Digital Entrepreneurship Program Students

STEP 2 – Create Your Innovation Idea

Example Ideas:

- **A campus app that connects students with tutors or study partners**
- **A smart locker system for safe item storage on campus**
- **A waste sorting bin with sensors for recycling awareness**
- **A digital wallet for campus payments**
- **A student safety alert wearable**
- **A crowdsourced lost & found platform**

Pitch Idea & Presentation Guidebook

For the Digital Entrepreneurship Program Students

STEP 3 – Research and Design Thinking



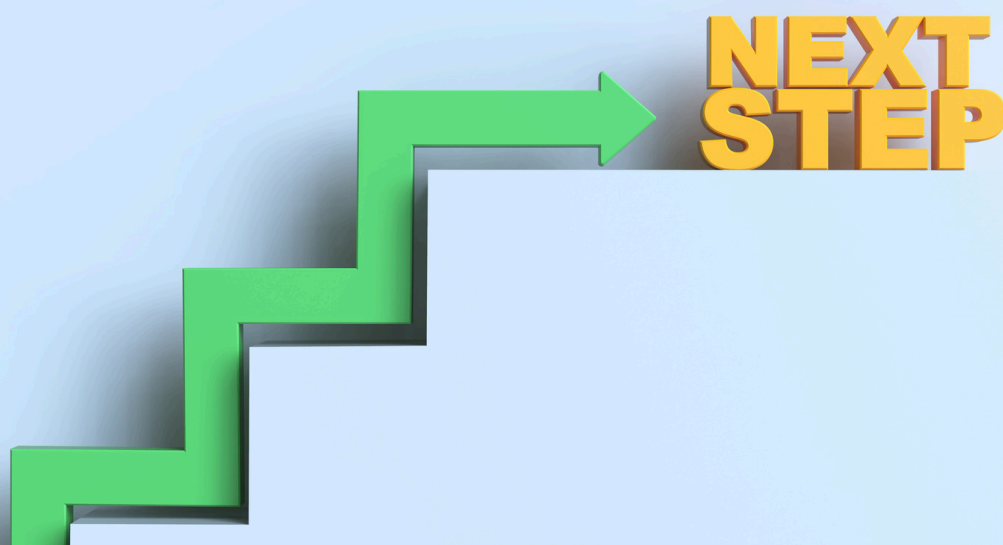
USE DESIGN THINKING TO GUIDE YOUR PROCESS:

- Empathize – Identify who is affected by the problem (students, lecturers, admin).
- Define – Clearly describe the exact problem you're solving.
- Ideate – Brainstorm multiple possible solutions.
- Prototype – Sketch, design, or describe how your solution works.

Pitch Idea & Presentation Guidebook

For the Digital Entrepreneurship Program Students

STEP 3 – Research and Design Thinking



YOUR RESEARCH SHOULD INCLUDE:

- Data or quotes from students (survey or interview)
- Brief market research (Has this been done before?
What's missing?)
- Your unique value proposition (Why your idea matters)

Pitch Idea & Presentation Guidebook

For the Digital Entrepreneurship Program Students

STEP 4 – Pitch & Presentation



EACH TEAM WILL PREPARE:

- A 1-minute creative presentation video
- Showcase your idea in a fun, engaging way
- You can use skits, slides, drawings, or mockups
- Keep it short, clear, and impactful

Pitch Idea & Presentation Guidebook

For the Digital Entrepreneurship Program Students

STEP 4 – Pitch & Presentation



EACH TEAM WILL PREPARE:

A short summary document or slide deck that includes:

- **Problem Statement**
- **Research Findings**
- **Solution Description**
- **Team Members & Roles**

Pitch Idea & Presentation Guidebook

For the Digital Entrepreneurship Program Students

STEP 5 – Submission

- Upload your pitch video and research summary through the assigned form or platform.
- Make sure your team name and members are clearly stated.
- Deadline will be communicated in class.



Evaluation Criteria

Your project will be graded based on:

Criteria

Weight

Creativity & Innovation

25%

Problem Definition & Research

25%

Feasibility & Impact

25%

Presentation Clarity

25%

Pitch Idea & Presentation Guidebook

For the Digital Entrepreneurship Program Students



Think boldly. Work as a team. Use your unique strengths whether you're an Intrapreneur, Entrepreneur, or Techpreneur to bring your idea to life.