

A person is holding a large black letter 'P' in front of a whiteboard. The whiteboard has the word 'PITCH' written on it in large, bold, black letters. The person is wearing a dark jacket and is looking towards the camera. The background is a blurred office setting. There are decorative geometric shapes in teal, dark blue, and orange on the right and bottom left sides of the image.

PITCH

«Питчинг»

как искусство презентации проекта

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Pitch
your idea



«ПИТЧИНГ»

(от англ. pitch — бросок в бейсболе)
— это когда вы за очень короткое время излагаете свою идею так, чтобы привлечь как можно больше внимания

Метапредметность «питчинга»



киноиндустрия



Маркетинг/менеджмент



предпринимательство/бизнес



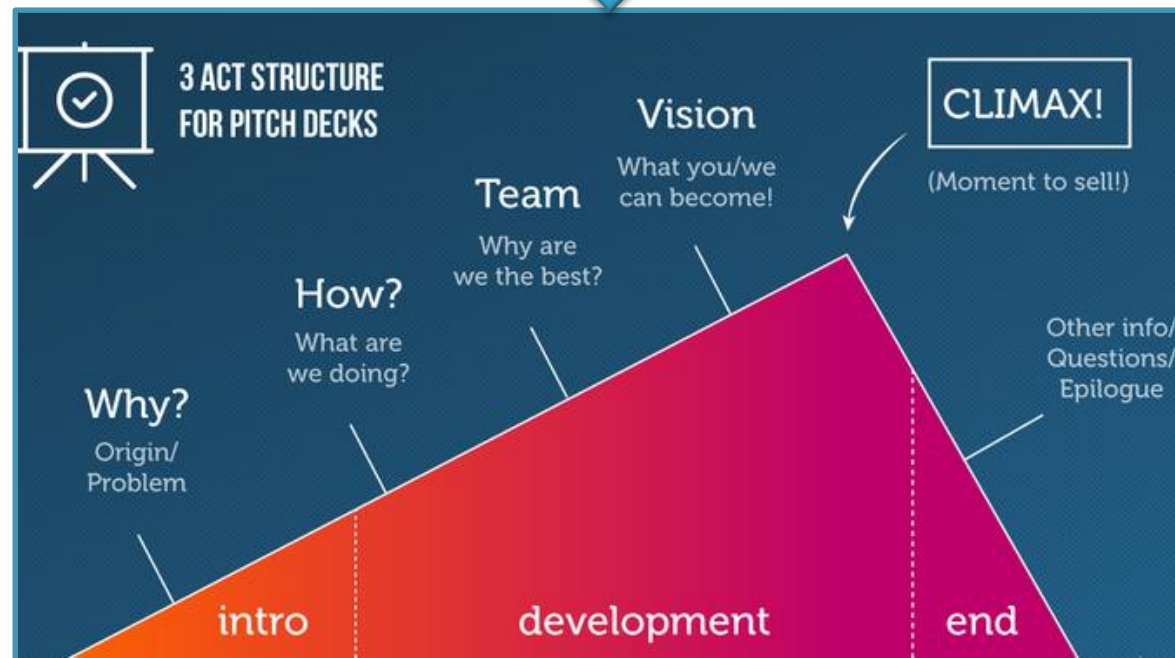
Гипотеза :

Питчинг и образование ?

Цель питчинга

заинтересовать и привлечь

Структура питчинга (проекта)



Успешное выполнение питчинг идеи

Условие питчинга

- Наличие идеи, проблемы для создания проекта;
- Минимальные временные затраты на изложение решений (до 10 слов или 1 мин);
- Охват большой аудитории для привлечения внимания;
- Принятие решений на практике.

HOW TO PITCH
YOUR STARTUP.

Правило питчинга

- Если можешь что то показать , лучше покажи, чем описывай;
- Расскажи суть: какую проблему решает проект , кем и почему он будет востребован;
- Не вдавайся в детали.



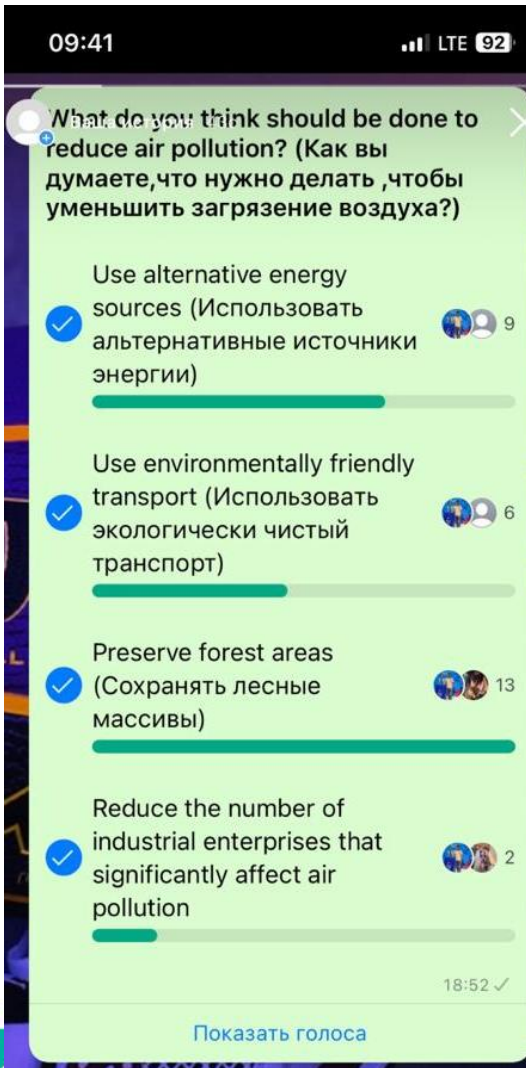
Питчинг на уроках английского языка в проектной деятельности , 10 класс



Clean Air at Home

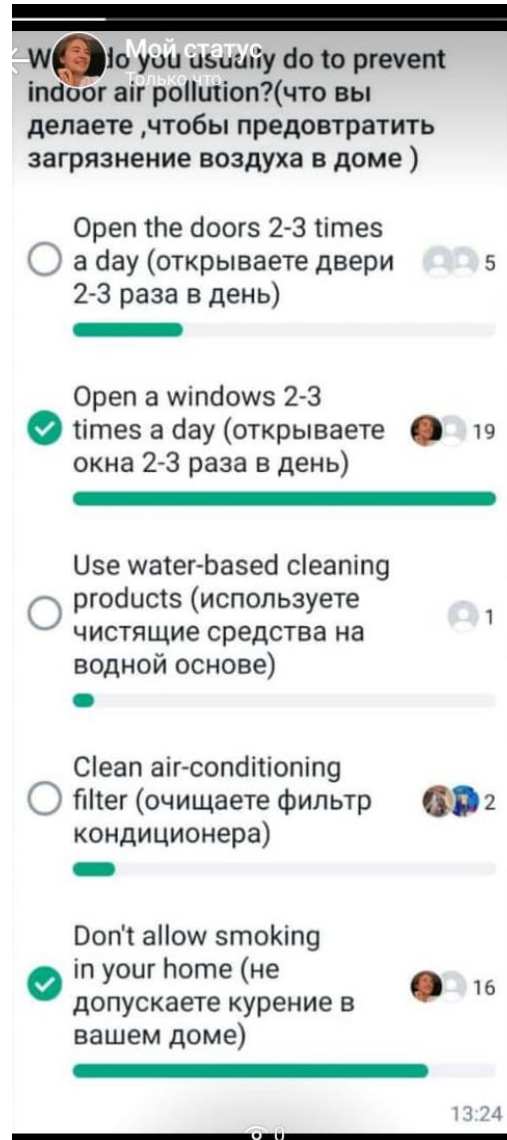
Air pollution doesn't just come from factories and our cars. We also cause it at home with the products we use and the way we live. Air indoors can be polluted by cleaning products, dust, paint, insect sprays, cigarette smoke or steam from cooking. We often need to keep doors and windows closed to keep the insides of our houses cool in the summer or warm in the winter. This traps pollutants and can make places for insects, dust mites and mould to live.

Some pollutants such as smoke and insect sprays can cause breathing problems such as asthma, especially for those people who are allergic to dust. To reduce air pollution at home you should open the doors and windows 2-3 times a day, use natural cleaning products, and do not allow smoking.

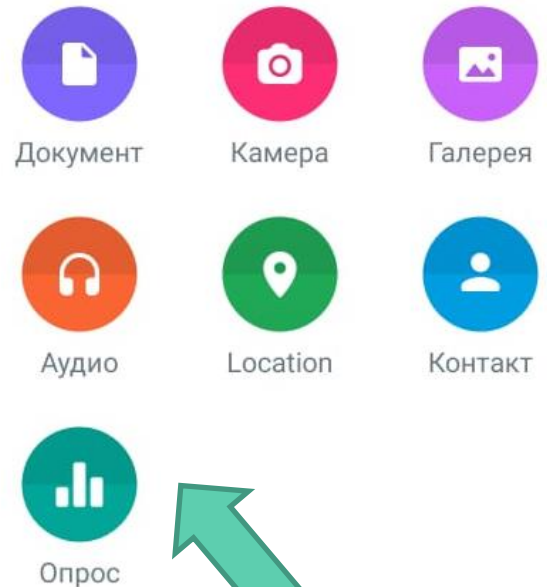


Большая аудитория

Статус в ватсапе



Питчинг идея в быстрой организации опроса и результатах



Сообщение

Питчинг идея в инстаграмм

Not many people understand it, but air pollution exists not only outside our houses, but inside them too. Air indoors can be polluted by dust, insect sprays, cigarette smoke, cleaning products and steam from cooking.

In order to reduce air pollution at home you should open the doors and windows 2 or 3 times a day, use natural cleaning products, and do not smoke at home.

In 1990, indoor air pollution caused more than 8% of all deaths worldwide; now the figure is nearly half that.

Survey results

AND WHAT ARE YOU DOING TO PREVENT POLLUTION IN THE HOUSE?

I open the doors and window	50 %
I use natural cleaning products	25 %
I don't allow smoking at home	25 %

What is the reason for the air pollution in your home? (По какой причине загряз

Настя Мордасова

Публичный опрос · сегодня до 19:16

Use of non-water-based cleaners (Использование чистящих средств не на водной основе) · 2	25 %
Using paint indoors (Использование краски в помещении) · 1	13 %
Using insect spray (Использование спрея от насекомых) · 2	25 %
Smoking indoors (Курение в помещении) · 5	63 %
Steam from cooking (Пар от приготовление пищи) · 5	

Проголосовали



← sanutka_yunminova 🔔



Санютка Юнминова
вчера в 17:49



🌱 В рамках подготовки проектов по английскому языку среди учащихся 10 классов был испробован новый [Показать ещё](#)



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204 просмотра

👍 11 💬 4 ➦ 👁 119

🏠 Главная 🗄 Сервисы 💬 5 Мессенджер 🎵 Клипы 📺 Видео

Питчинг идея в контакте





Schools around the World

Do you look forward 1) going to school or do you absolutely **dread** it? Or, perhaps you'd prefer to go to school somewhere else! This week, *Go!* magazine takes a look at how schools are different 2) the world.

A

There are many types of schools in the world. Some are expensive, private boarding schools, like Rugby School in England where the game of rugby was **invented!** There are also some specialist schools, like drama schools, dance schools or the 40 acrobatic schools in Wujiao, China. It might sound like fun, but, as 13-year-old Zhang Li explains, "Our **training** starts at 5:30 am. It's very hard, but these **skills** will help me 3) a living when I leave." There are also a wide range of school subjects at different schools. At Holden High School in the USA, subjects include comic book art, photography, song writing and yoga.

B

At a school in the Annapurna mountains in Nepal, classes don't start until 10 am because a lot of students have to walk for about an hour to get there. In Japan, it isn't **unusual** for students to 4) two hours or more getting to school on **public transport**. "It's not so bad," says 15-year-old Keiko from Tokyo. "I sometimes sleep or study on the train, and it's a great way to catch 5) with my friends."



C

The average school day in the UK and the US is 6.5 hours for high school students. Students in Korea and Greece, 6), are not so lucky! After school they **attend** extra classes in private schools. "On a typical day," says Jie Kim from Seoul, South Korea, "I don't get home until midnight, but if I don't study hard, I won't 7) into a good university."

D

All schools have rules, but sometimes they are really **strict**. At Eton College, a very famous boys' boarding school in England, the students have a **smart** but very **old-fashioned** uniform with a long jacket, trousers and shirt. In Japan, everyone has to **participate** in 'o soji', or the cleaning of the school, before they go home, whereas at Summerhill School in England, it's the students who 8) the rules!

E

So, is your school better or worse than schools in other parts of the world? No matter what your answer is, we shouldn't forget that 300 million children in the world don't have any schools to go to. So even if you'd like to change some things about your school, you really are one of the lucky ones!



30 ноя в 16:56

What would you like to change about your school?

Глеб Святной · Публичный опрос

Lessons · 14 25 %

school uniform · 9 16 %

schedule · 1 2 %

lunch break · 4 ✓ 7 %

Питчинг опрос

equipment · 1 2 %

Time table · 6 11 %

Extra classes · 2 4 %

Rules · 8 14 %

Exclude Saturday as a school day · 11 20 %



Проголосовали 56 человек



Комментарий



Питчинг в проектной деятельности на уроках английского языка успешно применим:

- **Наличие реальной, жизненной проблемы;**
- **Поиск решений;**
- **Скорость реакции;**
- **Охват аудитории;**
- **Принятие решений незамедлительно;**
- **Высокая заинтересованность учащихся.**

How to Win
Your Next Pitch

Информационная компетентность в современных условиях становится одной из основных, а ее формирование – неотъемлемой частью современного образования.

