

M5X01572 Entrepreneurship

C Buxton, T O'Neill

Week 3 Pitch – 14th February

Pitching For A Market

Five minute verbal pitch by group, supported by Powerpoint presentation, pitching the story and demonstrating an awareness of market. Each group member should take an equal part in the presentation

One page pitch document, pitching story and demonstrating market/comps

Week 6 Presentation – 7th March

Presenting Aesthetics

Ten minute group presentation, supported by Powerpoint presentation, including rip-o-matic of one minute, analysis of visual aesthetics linked to genre. Each group member should take an equal part in the presentation.

Four page document, showing visual aesthetic/mood boards/genre.

Week 9 Final Presentations – 28th March

Fifteen minute group presentation, supported by Powerpoint presentation, pitching the story, demonstrating an awareness of market, including rip-o-matic of one minute, analysis of visual aesthetics linked to genre, finance plan and relevant production concerns.

Four page document, which will include pitch, market analysis, finance plan, visual aesthetic, genre comparison, relevant production concerns.

Portfolio Submission – 31st March

Your portfolio should include all the documents created for the above pitches and presentations, along with other materials developed during the module, such as draft documents, mood boards, visual diaries, market analysis, finance plans and other relevant research.