

2) The 5 W's - the News Story Pyramid

Task 1: Divide the ideas up amongst your team and note down the 5W's for each.

Task 2: Using your answers to 5W's, you can create a newspaper headline for each idea.

Task 3: Read out your headlines to the rest of the group and you can then discuss whether you have captured the full story.

Problem/Idea:	1:	2:	3:	4:
Who				
What				
Where				
When				
Why				
Headline				

3) The VEX Factors - the News Story Pyramid



Task 1: Divide the ideas up amongst your team and determine if & how it meets the VEX factors

Task 2: Score your ideas a relative VEX Score to rank them for significance.

Task 3: Does this scoring help characteristics of your idea/problem that stand out and make it more significant?

Problem/Idea:	1:	2:	3:	4:
Familiar?				
Frequent?				
Specific?				
Irritant?				
Expensive?				
Unpredictable?				
What VEX score would you give it?				



5) The Mini Elevator Pitch

This is a very short, clear description of your idea as a whole. If you had **30 seconds in an elevator** with a potential investor or famous celebrity how would you quickly tell them about your idea?

Task: Fill in the Blanks Starter

“My team, [team name], is developing [platform idea]
to help [target audience] [solve a problem] [with secret sauce]”

Write this out this starting sentence the ideas/problems you have been working on:

1. _____

2. _____

3. _____

4. _____
