

girls who
code

Girls Who Code At Home

The Perfect Pitch
Unplugged Activity

Activity Overview

In this week's Code at Home activity, you will start thinking like an entrepreneur! Our CEO Reshma always says "If you teach a girl to code, she will change the world." Oftentimes that starts with a spark of an idea that unlocks the "big idea." This activity could be the spark!

You will invent and pitch a product using just a noun and adjective. You can work on this activity with friends over Zoom or you can do this as a solo activity. Your goal is to be creative, have fun, and convince your friends and family to invest in your product!

Before you dive into the activity, check out our featured Women in Tech spotlight, Ayah Bdeir. She's the founder and inventor of littleBits, a company that builds electronic components that easily snap together like LEGOs. littleBits goal is to demystify electronics and make circuitry more approachable for learners and makers of all ages.

Materials

- 2 cups
- Strips of paper
- A marker
- A pen
- You can also use this digital [random word generator](#)

Women in Tech Spotlight: Ayah Bdeir



When Ayah was growing up in Lebanon, her father used to buy her robotics kits and construction sets. This inspired Ayah to study Computer Engineering at the American University of Beirut, but she wished there was a way to bring more creativity to her science classes. She followed this desire for more playful technology to the MIT Media Lab and eventually developed the idea for littleBits.

littleBits is a company that builds electronic components that easily snap together like LEGOs. As littleBits's CEO, Ayah started the company with the goal of demystifying electronics and making circuitry more approachable for learners and makers of all ages, especially those outside the tech industry. littleBits, users can design circuits for inventions like electronic instruments, burglar alarms, bubble bots, and more!

Learn more about Ayah's passion for creative learning and her company littleBits by watching the [video here](#).

Reflect

Being a computer scientist is more than just being great at coding. Take some time to reflect on how Ayah and her work relates to the strengths that great computer scientists focus on; building creativity.



CREATIVITY

What are some cool uses for circuits? What distinguishes littleBits from other circuit kits? (*Hint* [watch the video](#))

Share your responses with a family member or friend. Encourage others to read more about Ayah to join in the discussion!

Instructions

1. Write down random nouns and adjectives on slips of paper and place them in separate piles. We have a list of words below if you need ideas. If you need help, use this [random word generator](#) to select your noun and adjective.
2. Now select one noun and one adjective from each pile -- this will become the name of your product!
3. Then take 10 minutes to brainstorm how you would sell this imaginary product. Use the questions in the Product Pitch Questionnaire below to help formulate your pitch.
4. When you have a draft of your pitch, practice before you share it with friends or family. If you are doing this activity with friends or family, take turns sharing your pitches with each other. Remember to have fun with this activity and to be respectful of each other's ideas!

Example pitch for "Glittery Coffee"

"Do you find yourself tired after your morning latte? Do you need a coffee that reflects your inner unicorn? Then Glittery Coffee is for you! With four times the standard caffeine, none of the side effects, and all of the edible sparkly glitter any one person could desire, this coffee demands to be part of your morning routine. For \$20 a bag, or \$5 a cup, you can get Glittery Coffee online at glitterycoffee.com. So go on and add some sparkle to your day!"

Product Pitch Questionnaire

After you choose your noun and adjective, use the Product Pitch Questionnaire below to write your pitch. After you write the pitch, practice your pitch before presenting it!

What is your noun? _____

What is your adjective? _____

What is the name of your product?
(Use the noun and adjective your team received.)

What is your product used for?

How much does your product cost?

Why should people buy your product? What problem will it help them solve?

How or where can people buy your product?

What is the tagline (like a catchphrase) for your product? (End with this in your pitch.)

Nouns and Adjectives

If you need help selecting your words, take a look at the list below.

Nouns	Adjectives	Nouns	Adjectives
chair	curly	dragons	healthy
pancake	fuzzy	jellybeans	tasteless
statue	cranky	snakes	addicting
unicorn	soaring	cookies	green
laser beam	wise	apples	thirsty
bunny	lazy	ice cream	thorny
cupcake	wise	table	intelligent
gnomes	orange	pillow	irritating
glitter	charming	backpack	slimy
potato	creepy	pen	neverending
salad	juicy	flower	invisible
curtains	itchy	notebook	evil

Tips For Using Zoom

You can do this activity on Zoom with friends to stay connected!. Here are some fun tips and tricks for fun Zoom calls with friends.

- ★ Use Zoom's built in [whiteboard](#) to create a drawing or take notes
- ★ Create a fun [virtual background](#) on Zoom
- ★ Use the [poll question](#) feature to ask your friends questions and see how the group responds
- ★ We know you are so excited to catch up, but make sure you mute your microphone if you are not talking so everyone on the call can hear each other clearly
- ★ Finally, we would love to see you crafting your pitch. Please share a photo of you virtually hanging out with friends on social media [@girlswhocode](#)