Title of the Activity	Pitch & Play
Partner	Connect International
EmpowerHER Competence Framework reference	2.Driving Progress: Creativity and Innovation
Competences	This activity builds the following competences within the module: - Skills to support low-barrier prototyping and presentation of ideas (e.g. storytelling, pitching, gamification) - Capacity to create psychologically safe spaces that encourage experimentation and curiosity - Confidence in using creative facilitation methods and digital communication tools - Openness to failure as part of the innovation process
Format	Online delivery
Target Group	Young women aged 16–21, especially those new to entrepreneurship or hesitant to present ideas formally. Ideal for digitally fluent youth, creative thinkers, and those who benefit from playful, low-pressure formats.
Duration	60–75 minutes
Materials & Tools Needed	- Zoom or Teams for live interaction - Flipgrid or TikTok (private group) for video pitch creation - Canva or Google Slides for optional visual aids - Jamboard or Miro for idea sketching - Internet access and personal devices

Methodology	Introduction (10–15 min)
	
	- Welcome participants and introduce the challenge: “Pitch your idea—but make it playful!”
	- Share examples of unconventional pitches (e.g. using metaphors, humor, props, or characters)
	- Emphasize that creativity and fun are more important than perfection
	
	Main Task (30–40 min)
	
	- Participants brainstorm a social innovation idea (can be real or imagined)
	- They create a short video pitch (1–2 minutes) using Flipgrid or TikTok, incorporating playful elements like:
	
	  o A fictional character presenting the idea
	  o A metaphor (e.g. “Our idea is like a backpack for mental health”)
	  o A visual prop or drawing
	
	- Youth Workers provide support and encourage risk-taking and experimentation

	Presentation (15–20 min) - Participants share their videos in a private group or during a live session - Peers and facilitators offer constructive feedback - Celebrate creativity, courage, and originality- not polish or perfection
Reflection & Evaluation	- What was the most fun or surprising part of creating your pitch? - Did this format help you feel more confident sharing your idea? - What did you learn about communicating ideas creatively? - How could you use this approach in real-life situations? - What would you try differently next time?
Resources	- Flipgrid – for video pitch creation - TikTok – private group for playful sharing - Canva – for visual storytelling - EmpowerHER Resource Bank – for pitch templates and examples - Optional: Portrait e-booklet – for identity-based inspiration - Sample pitch formats (provided by facilitator)