

Self-Evaluation

Running Head: Self-Evaluation

Self-Evaluation of Converse-A-Long Pitches

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Overall Challenge of Creating Converse-A-Long Pitches

Creating media-rich presentations takes much research and time to gather information such as photographs, video clips, and voice recordings, and even more time to create a montage that is reasonably professional. Therefore, my biggest overall challenge was managing to finalize my elevator and venture pitches while monitoring our Week 12 OER and working full-time. It was also challenging to ‘make up’ information about a company that does not physically exist, but compare it to existing needs and existing companies.

Strengths and Weaknesses of the Proposition

Elevator Pitch

It was a challenge for me to choose a medium that would be engaging enough to capture the attention of possible investors. I am relatively new to the presentation tool WonderShare, and it took much experimentation to come up with a good balance of visuals, voice and text to express my message. When creating the message, it was difficult to respect the fine line between presenting information with the intention of asking investors to invest in my venture VS making a pitch to potential clients.

Strengths

- Good balance of visuals, voice and text
- The message is clear, outlining the need and what the service can provide
- Visually pleasing
- Engaging enough to tempt possible investors into viewing the venture pitch
- Demonstrated the expertise to run the venture

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Weaknesses

- My voice sounds 'tinny'
- Could have presented with more intonation and enthusiasm

Venture Pitch

Strengths

- Strong, personalized introduction
- Good combination of video, photos and voice
- Good tempo throughout the pitch – enough time to read slides
- Well structured, with each segment clearly identified
- Pitch not overloaded with information - conveys substance of venture

Weaknesses

- I could have provided more information on the team to make the venture more credible
- I should have provided more details concerning the investment required, breaking this down in short- and long-term plans with figures determining expenditures and growth of investment
- Sound is 'tinny' – need to invest in a better sound system if I am to continue to develop these types of voice presentations

Overall Evaluation

In hindsight, it would have been best if I had presented my elevator pitch and venture pitch within a 'website' or 'blog' format in order to write short paragraphs introducing Converse-A-Long and the promotional presentations and encouraging investors to watch the pitches, with

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a final word to encourage them to invest. However, until I viewed other colleague's integrated pitches, I had not thought this was an option for presenting our pitches.