



Aalto University  
School of Science

# CS-E5250 Data-Driven Concept Design

5 ECTS

Influencer pitching

Assignment 5

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# Agenda

- Learning outcomes
- AllWell2021 announcements
- Pitching with Mike Bradshaw
- Assignment 5: Influencer Pitching

# Learning Outcomes

After this Assignment:

- You know how to present the designs and argue your design decisions in a clear and concise manner to various stakeholders.

# AIWell?2021

*“Dear second-year bachelor’s student and first-year master’s student – how are you?”*

*Please answer the study wellbeing questionnaire that we will send to you soon.*

*You will receive feedback based on your responses and help us do our work better. Thank you!”*

**The questionnaire will be open from 10 February to 24 February 2021.**



# Pitching with Mike Bradshaw

# Assignment 5, Influencer Pitching Individual Assignment

# Assignment A5 Instructions (1/2)

- Select one or more of the ideas that your group generated for Assignment 3 Deliverable 2 (*how to vaccinate 70% of Finland's residents in 12 weeks*).
- Craft a three-minute presentation that 1) outlines the problem using data and 2) presents your solution. Use the techniques that we learned during our guest lectures to create a convincing presentation.
- Record your presentation and submit it as a video file.

# Assignment A5 Tips

## Choosing an idea:

- Which idea was most compelling?
- Which idea best addresses the problem that you identified?
- Which idea lends itself to being concisely and convincingly communicated in 3 minutes?
- Ideas can be combined.

## Using techniques that we learned:

- Telling a story.
- Using data and numbers.
- Clearly illustrate what the problem is and how your solution addresses it.



# Assignment A5 Instructions (2/2)

- Please feel free to make edits after you have the raw footage if necessary.
- Once your pitch is ready, record and upload the file to MyCourses (3 minutes in length, under 200MB).
- Include both the slides and a picture-in-picture video of yourself presenting them.