

INDUSTRIAL REVOLUTION SALES PITCH

Congratulations! You have just come up with a brilliant invention or idea that is sure to change the world. However, that is only half the battle. Now you have to pitch your idea to some of the most powerful tycoons, in hopes that they decide to invest in you. You have invented or are a sales person for one of the topics below. The inventor you should focus on is in parentheses.

- The telegraph (Samuel F.B. Morse)
- The Erie Canal (Gov. DeWitt Clinton)
- Water-powered mills (Francis Cabot Lowell)
- The steel plow (John Deere)
- The reaper (Cyrus McCormick)
- The steam locomotive (Robert and George Stephenson)
- The steamboat (Robert Fulton)

You must prepare and present a **60-90 second** sales pitch to the class about your invention. Your sales pitch must include a presentation (PowerPoint, Google Slides, Prezi, etc.) to complement your sales pitch.

Your sales pitch must include answers to these content questions:

1. Who was the inventor or pioneer to make this idea a reality?
2. What was life like before the invention in that area of American life?
3. What was the function of the invention?
4. How does it work?
5. What improvements would it bring about? (impact)

INDUSTRIAL REVOLUTION SALES PITCH: RESEARCH

Who was the inventor or pioneer to make this idea a mainstream reality?

Biographical information about this person that you may be able to work into your sales pitch:

What was life like before the invention in that part of American life?

Topic: _____

Investor: _____

Group: _____

Content

Is the name of the inventor or pioneer given?	NO \$0	YES \$200	X
Is the problem before the invention explained?	NO \$0	Somewhat \$300	Clearly Explained \$600
Is the invention clearly explained so anyone can understand it?	NO \$0	Somewhat \$200	Clearly Explained \$600

Preparation

Is the presentation well-rehearsed?	NO \$0	Somewhat \$200	YES \$400
Does the presenter use neat & effective visual aids to compliment the presentation?	NO \$0	Somewhat \$200	YES \$400
Is the presenter dressed appropriately for a sales pitch?	NO \$0	Somewhat \$100	YES \$200

Presentation

Is consistent eye contact made?	NO \$0	Somewhat \$100	YES \$200
Does the presenter speak loudly and clearly?	NO \$0	Somewhat \$100	YES \$200
Is there a hook to grab the attention of the audience and effective closure?	NO \$0	Somewhat \$100	YES \$200