

Student C

Look at the information below and develop the idea into a pitch for the panel. You can add any information that you wish.

- You have developed an electronic book which has pages just like a real book.
- The pages look and feel like paper.
- The contents and cover of the book changes to reflect the title that you have loaded on to the device.
- You have tested it in universities and the feedback from users has been very positive.
- You developed it because you like new technology but you think that many people like the experience of turning pages as they read.

Student A

Look at the information below and develop the idea into a pitch for the panel. You can add any information that you wish.

- You have developed a covering which allows electronic devices (cameras, laptops, etc.) to be used underwater.
- It works on devices that are not waterproof.
- You had the idea after you destroyed an expensive palmtop computer while out sailing on holiday.
- It is inexpensive to produce.
- Sailing companies have expressed an interest.

Student B

Look at the information below and develop the idea into a pitch for the panel. You can add any information that you wish.

- You have developed a product that can be worn on the wrist to stop static electricity.
- Many computers are harmed by a build up of static electricity because of man-made materials used in furnishings and clothes.
- You had the idea because you often get static shocks in your office.
- A company that sells office equipment has placed a large order.

Student D

Look at the information below and develop the idea into a pitch for the panel. You can add any information that you wish.

- You have developed a sun cream bottle which will play music to tell you when you need to re-apply your sun cream.
- Many people, including children, suffer sunburn because they do not apply sun cream often enough during the day.
- When you use the sun cream you press a button on the top of the bottle. It will then play music when it is time for you to put on more.
- The first bottle costs €12 but the bottle can then be reused so it is also environmentally friendly; manufacturers have expressed interest.
- You thought of the idea when you got sunburnt on holiday last year because you forgot to re-apply sun cream.