

LESSON 09 Present Your Idea

PRESENT YOUR IDEA

Pitch your idea with clarity and confidence.

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GOAL

Learn how to explain a problem, present your solution, show the main benefit, and deliver a clear 60–90 second pitch.

LEVEL **A2–B1**

TIME **45–60 MIN**

YOUR MISSION *Present Your Idea*

Turn an idea into a clear story.

Pitch your idea with clarity and confidence.

MISSION

Choose one idea and explain it in simple English: the problem, the solution, the benefit, the target audience, and the next step.

TRY THIS STARTER

"Help me turn this idea into a simple 60-second pitch for young adults."

PITCH SMARTER

- 01** Start with the problem.
- 02** Explain the solution simply.
- 03** Finish with the main benefit and next step.

CLEAR IDEA. CLEAR ENGLISH.

More confidence.

Lesson 09

Present Your Idea

Pitch words that make ideas stronger.

Pitch your idea with clarity and confidence.

01 IDEA

a thought or plan

02 PROBLEM

something that needs a solution

03 SOLUTION

an answer to a problem

04 BENEFIT

a positive result

05 AUDIENCE

the people you speak to

06 PITCH

a short presentation

07 VALUE

why something matters

08 FEATURE

an important part

09 CUSTOMER

a person who may buy or use it

10 MARKET

the group of possible customers

11 GOAL

what you want to achieve

12 RESULT

what happens at the end

WORDS → STRONGER IDEAS → BETTER PITCHES

LANGUAGE TOOLS

Useful phrases for presenting your idea.

Pitch your idea with clarity and confidence.

THE PROBLEM

- › The problem is ...
- › People often struggle with ...
- › This matters because ...
- › Our audience needs ...

THE SOLUTION

- › Our idea is ...
- › The solution is ...
- › Here's how it works ...
- › The main benefit is ...

YOUR PITCH

- › Our target audience is ...
- › What makes this different is ...
- › The next step is ...
- › Thank you for listening.

PROBLEM → SOLUTION → BENEFIT → NEXT STEP

Lesson 09

PROMPT LAB

Present Your Idea

Turn a rough idea into a clear pitch.
Pitch your idea with clarity and confidence.

BAD PROMPT

Help me present my idea.

Too general.

BETTER PROMPT

Help me present my coffee shop idea to university students.

Clearer audience and topic.

PRO PROMPT

Act as a pitch coach. Turn my coffee shop idea for university students into a 60-second pitch with: problem, solution, main benefit, target audience, and a strong final line.

Role + audience + structure + length.

QUICK FORMULA

ROLE + IDEA + AUDIENCE + STRUCTURE + LENGTH

AI CHALLENGE Present Your Idea

Build and deliver your own short pitch.

Pitch your idea with clarity and confidence.

01 CHALLENGE

- 1 Choose one real idea.
- 2 Define the problem and audience.
- 3 Use AI to improve your pitch.
- 4 Present it in 60–90 seconds.
- 5 Say it again without reading.

02 COPY THIS PROMPT

Act as my pitch coach. Help me turn my idea into a 60-second presentation. Ask me for the problem, solution, audience, benefit, and next step. Then improve my final version.

03 QUICK REVIEW

1. What is a pitch?
2. Why is the audience important?
3. What is the difference between a feature and a benefit?
4. Give one phrase for explaining a solution.
5. What makes a pitch clear?

SPEAKING

Pitch your idea in 60–90 seconds.