



EduTrend Contents

EDUTECH · FUTURE TRENDS AND INNOVATIONS IN GAMIFICATION · HIGH SCHOOL

Innovation Pitch and Pilot

Evaluate an emerging gamification technology and pitch a small, honest pilot to school leaders

Ages 15–18

Level: Advanced

75 minutes

Teams of 3–4 · up to 30

Activity 05

Inside: activity at a glance · step-by-step session plan · facilitator notes · 3 student worksheets · assessment checklist

ACTIVITY 05 · AT A GLANCE

Innovation Pitch and Pilot

Each team takes one innovation: adaptive platforms, generative AI in game design, virtual or augmented reality, or digital badges. Teams evaluate it against four questions: evidence for learning, data collected and who sees it, access for every pupil, and staff training and upkeep. They then pitch a small pilot to a panel acting as school leaders, with a baseline, measures, safeguards and a decision point.

Learning outcomes

By the end of the session students can:

- evaluate an emerging technology;
- weigh evidence, data, access and cost;
- design a small pilot;
- pitch persuasively and honestly.

KEY WORDS

innovation · evidence · data
protection · access · pilot · scale

CURRICULUM LINKS

Computing: emerging technology.
Business: proposals. Citizenship:
data and rights.

1

GOAL

What is the
learning goal?

2

CHALLENGE

What is the task?

3

FEEDBACK

How do players
know?

4

PROGRESS

How is growth
shown?

5

RETRY

Can they try again?

6

REFLECT

Did it help
learning?

Materials (per team)

- Innovation briefing cards (four technologies)
- Evaluation matrix
- Pilot plan frame
- Worksheets 1, 2 and 3

Before the session

- Prepare briefing cards with neutral facts.
- Print matrices and frames.
- Recruit a staff or student panel.
- Set pitch timings.

SAFETY

Pitches use no real pupil data. Treat claims
about products critically.

ACTIVITY 05 · SESSION PLAN

Step by step

The panel should reward honesty about limits as well as ambition.

Time	What happens	Say or ask
0–10 min Launch	Assign innovations and explain the four questions.	<i>“Why not just buy it?”</i>
10–35 min Evaluate	Teams complete the matrix.	<i>“What is the evidence for learning?”</i>
35–55 min Plan	Design the pilot.	<i>“How will you decide whether to scale?”</i>
55–75 min Pitch	Pitch to the panel and take questions.	<i>“What could go wrong?”</i>

CHALLENGE CARD (print or copy onto the board)

Convince a panel of school leaders to run a small pilot of your innovation, with honest limits and clear safeguards.

ACTIVITY 05 · FACILITATOR NOTES

The innovation know-how in brief

Before scaling a new tool, schools should ask whether it helps learning, what data it collects, whether every pupil can take part and what support it needs.

Meta-analyses show gamification effects vary with design and context, which is why small local pilots with honest evaluation come before scaling.

Common ideas to listen for

- “New technology always improves learning.” Evidence varies.
- “Engagement equals learning.” Measure both.
- “A pilot that fails is wasted.” It prevents a costly mistake.

Adapting the activity

Support

Give sentence starters for each matrix cell.

Stretch

Add a cost estimate using stated assumptions.

WORKSHEET 1

Evaluation matrix

Name: _____

Class: _____ Date: _____

Rate and explain.

Evaluation matrix

Question	Rating (1–4)	Evidence and notes
Evidence for learning		
Data collected and access		
Access for every pupil		
Training and upkeep		

WORKSHEET 2

Pilot plan

Complete each row.

Pilot plan

Element	Our plan
Group and length	
Baseline	
Learning measure	
Engagement measure	
Safeguards	
Decision point	

WORKSHEET 3

Our pitch

Write your opening.

We propose a small pilot of... because... We will know it worked if...

FOR THE TEACHER

Assessment checklist

Use during the session. One sheet covers up to eight students; copy as needed.

Student	Evaluates critically	Plans a fair pilot	Pitches honestly

Suggested codes: W = working towards · E = expected · G = greater depth

ABOUT THIS ACTIVITY

Innovation Pitch and Pilot is a sample activity from the EduTrend Contents Edutech Future Trends and Innovations in Gamification programme (high school, level: advanced). Every activity in the programme follows the same format: a practical challenge, a clear session plan, facilitator notes and ready-to-print worksheets, so that teachers, club leaders and parents can run it without extra preparation.

Full 15-, 20- and 32-week programmes are available from EduStore at edutrend.org.

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