

PROJECT GUIDE

Project Title : **“Pitch Your Tutoring Program: Professional Presentation with Data and Strategy”**

Objective : You will prepare and present a professional pitch (in the form of a brochure + short report + oral presentation) for your math tutoring center or program, as if they are presenting it to potential investors, clients, or parents. You will highlight:

- Services offered
- Assessment results
- Marketing strategies
- Future plans
- Persuasive appeals
- Use of professional language

Output : A. A short report;
B. A promotional brochure;
C. A presentation

Methods : **General:**
Work with a group of 4-5

Specific Instructions:

A. Short report

1. Use passive voice to report assessment data (e.g., “*Feedback was collected from 20 students.*”)
2. Use data interpretation to support decisions (charts/graphs: attendance, scores, satisfaction)
3. Use professional and polite tone
4. Use future tense and if conditionals to describe plans (e.g., “*If more students enroll, a weekend class will be opened.*”)
5. Include transitions for cohesion (e.g., “*In addition,*” “*Moreover,*” “*As a result*”)
6. Include at least 3 pieces of student/parent feedback in reported speech (e.g., *One student said that the pace was too fast.*)

B. Promotional brochure

1. Use persuasive language, strong verbs, professional tone
2. Use short phrases with future tense and modals (e.g., “*Our tutors will guide your child to success!*”)
3. Don’t forget to create a summary of your customers’ satisfaction using reported speech. Consider of creating an attractive image.

C. Presentation (5-7 minutes)

1. Each member presents a part
2. Includes visual aid (poster, slide, or printed brochure)
3. Students must use a few key structures:

- At least 1 If-Conditional
- At least 1 passive sentence
- At least 1 data reference
- At least 2 reported sentences.