



Video Game Design Sprint

This process is designed to be messy and fun, so don't overthink your ideas!

Video Game Title:

How will your video game help students improve their social-emotional learning skills? Choose one of the five SEL competencies to focus on (self-awareness, social-awareness, responsible decision-making, relationship skills, and self-management).

What is your marketing strategy? How might you promote your game on TikTok, Instagram, Facebook, online, etc.?

What will be the slogan for your video game? (Example: More than just a game!)

(Continued below)



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Sales Pitch

Your sales pitch should connect to the SEL competency that your video game is focused on.

- **Sample Sales Pitch:** "Investing isn't just about making more money. It's about what money can help you do. Build a brighter future for yourself and your loved ones. Or design a better world for all of us. Our single focus is helping you achieve what's most important to you."
- **Sales Pitch Definition:** a speech that is given in order to persuade someone to buy something. They often start by stating a problem that needs to be solved.