

From what if to pitch

45 minutes · Ages 9 to 12 · Ideation · Free to print and share

Goal

Students use idea techniques (what if, mash-ups, constraints) to generate concepts and pitch one clearly.

Vocabulary

- ideation
- constraint
- concept
- pitch
- feedback

Materials

- Index cards
- Timer

Warm-up (5 minutes)

Round-robin "What if?": each student adds a what-if about school. Write the best on the board.

Activity

1. Teach three techniques: What if? (change one rule of the world), Mash-up (combine two unrelated things), Constraint (make it with a strict limit, like only one button).
2. Students make at least six concepts for a game or story in eight minutes, two with each technique.
3. Each student picks one and writes a one-sentence pitch: "It's about ____ who wants ____ but ____."
4. Groups of three give feedback: one thing that's exciting, one question.
5. Students revise their pitch once.

Talk about it

- Which technique gave you the most ideas? Why?
- How did a constraint help instead of limit you?
- How did feedback change your idea?

Check for understanding

Collect the before and after pitches. Look for a clear hero, goal and obstacle.

No devices?

The whole lesson is unplugged.

Going further

Build the pitched game in the free builder or AI Artist, then test it on classmates.

Safety: students never type names, schools or other personal details into any tool. kidsgamearcade.com/schools · © 2026 SOEngineered LLC.
Free to print and share for teaching; not for resale.