

### **Product/Service/Program Name**

*Names of Team Members*

#### **Background & Need**

*Write 100-200 word summary of your research into the situation/challenge and needs of the target audience.*

#### **Alternatives/Existing Solutions/Competition**

*Write 100-200 word summary of your research into the existing alternatives to the problem, their strengths, and their weaknesses to build the rationale for your solution.*

#### **Solution/Approach**

*Write 150-250 word summary of how you plan to solve the unmet need by describing the features of the solution, as if you needed to write it for a brochure. (i.e. "We will do a 6-day hike up Mount Haiti where students learn leadership, design-thinking, and conflict resolution skills based on National Outdoor Leadership School (NOLS) best practices.")*

#### **Benefits & Advantages**

*Write 50-150 word summary of the advantages, benefits, outcomes, and/or impact of your solution. (i.e. by the end of our "Basic Leadership Skills Boot Camp", Haitian youth will possess the knowledge, language, and experience to separate truth from fiction in politically-focused social media messages.)*

#### **Go-to-Market**

*Write 100-150 word summary of your "go-to-market" or implementation plan. How do you plan to go about actually making this happen? Outline those steps for the reader so that they understand the road to success.*

#### **Ask/Next Steps**

*Write 50-150 word summary of your "ask": how do you want the reader to help you pursue your go-to-market strategy or make your vision a reality? What help do you want them to give you?*