

# *Difference***Maker**<sup>®</sup> Rocket Pitch Template

- **Title Slide:** Project/Team name and team member names
- **Slide 1: The Problem**
  - What is the specific problem that your project is going to solve?
  - What is the Customer/User pain?
  - Who is affected by the problem? Be specific!
- **Slide 2: The Opportunity**
  - **Be sure to show your market opportunity and analysis on this slide. The judges want to see this.**
  - Demonstrate your knowledge regarding the opportunity associated with solving this problem.
  - Include research, numbers, estimates, databases, articles, surveys and other data regarding the opportunity associated with your project. Utilize graphs/charts to showcase the data.
  - State the number of people affected by the problem.
  - Demonstrate data on real-life people/customers that you have talked to who could benefit from your solution.
  - Is there another business or organization doing something similar to you? If so, who are they? What are they doing that is similar? (Competitor Analysis)
  - Why is your solution/project better/different than theirs?
- **Slide 3: The Solution**
  - Clearly describe your proposed solution.
  - How does your specific solution solve the problem you stated in slide 1?
  - What value does your solution provide? How is it new, innovative or unique? (Value Proposition)
  - How will your solution/project be sustained over time? Provide details in this area.
- **Slide 4: Resources**
  - If you won DifferenceMaker funding (resource), how would you use the money over time to further your project?
  - **Provide a 1 year budget May 2016 – May 2017 of how these funds will be used. The judges want to see this.**
- **Slide 5:**
  - Thank you/Questions slide
- **Slide 6+:**
  - Feel free to have appendix slides for judge Q&A