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 then 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 2017 – May 2018 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