

PURPOSE

What is the biggest purpose behind your idea?
(a highly aspirational tagline that tries to solve a global challenge)

SOCIAL
IMPACT

What positive impact does
your idea have on society?

ENVIRONMENTAL
IMPACT

What positive impact does
your idea have on the
environment?

PEOPLE

Who will benefit
from your idea?

MOONSHOT

Describe your idea in 3 sentences!

BREAKTHROUGH TECHNOLOGY

Which technologies help you realize your idea?

FINANCIAL
IMPACT

How do you make sure your
idea is financially sustainable?

