



MAKER GUIDE 4

PITCHING DWEB APP IDEAS TO CIVIL SOCIETY LEADERS

INTRODUCTION

This series of guides is intended to help you take the information presented in the webinar and translate that into practical knowledge.

Maker Guide 4 will show you how to effectively pitch your DWeb App ideas to civil society leaders.

Our pitch template breaks a pitch down into sections and acts as a roadmap for communicating the problem, your solution, who you are, and how you can make a difference. For this week's activity, create a pitch deck for your own concept that uses this template.

Every organization and Maker is different, so this will require a degree of customization, but it should give you a starting point and flow from which to flesh out your own pitch.

TITLE PAGE

Company name and intriguing project title

BIG PROBLEM

Insert big number, quote, or statistic.

By articulating a problem or issue clearly, you create an anchor for your audience to better understand your approach to the solution.

Make it clear how the problem currently impacts organizations or local communities by telling the story of a single person (real or imagined) and the struggles they face as a result.

BIG SOLUTION

Once you've outlined the current state of friction through your problem statement, it's time to set out your unique DWeb App solution.

Make your unique solution the natural and innovative answer to the question. Explain how your app solves the problem from the previous slide and provides significant impact for beneficiaries. Be brief and to the point.

MARKET AND OPPORTUNITY

This is where you list the opportunity in concrete form. What is the market size? How many people would be interested in using your project?

Try to visualize and quantify it with a graph or chart.

SECRET SAUCE

What makes your approach unique and special? Why are you and your team well-suited to build this DWeb App solution? Why is your app better than what is already on the market?

Be sure to mention how the decentralized structure will make it more effective for users.

This is your moment to express why you and your team are the most credible candidates to build this solution. Now is the time to connect the dots between your project proposal and your previous domain knowledge, experience, skill set, and achievements.

HOW YOU'LL DO IT

Time to get more specific. How will you make it happen? Who is your target market?

Who will benefit from your solution? You might not know all the details yet, but let them know what your plan is.

FORECAST

If you get their backing, what are your aims? Set concrete targets and focus on what you believe you can achieve. Try to root it in data if you can, but also show past success as an indicator of future success.

WHO ARE WE?

This is the moment to introduce yourself and the team and show why you're the perfect people to execute it.

By demonstrating your expertise, you qualify everything you've said on the preceding slides.

WHAT YOU NEED

You've detailed your concept, now you need to explain what resources you need to do it.

Be specific. How much do you need, what kind of support do you require, and how far will it get you.

CLOSE THE LOOP

Revert back to the story you told at the beginning of your slide deck and show the outcome for that person now that they have access to your solution.

What does the world look like if your product is widely adopted?

CONTACT

Include your direct contact information and where to find you on social media.

Do you have any questions or comments about this topic or these learning materials?

You can get answers and engage in conversation about DWeb development with others from across civil society in our [Slack channel](#).

Feedback? Want to get more involved?

Drop us a message at makerlabs@techsoup.org