

- I. Heading - Name the product in a way the reader (i.e. your target customers) will understand.
 - A. **Artificial Lineup Facial Generation**
- II. Sub-Heading - Describe who the market for the product is and what benefit they get. One sentence only underneath the title.
 - A. **Reducing eyewitness false-positive identification rates in pretrial procedures.**
- III. Summary - Give a summary of the product and the benefit. Assume the reader will not read anything else so make this paragraph good.
 - A. **Eyewitness identification has proven to not yield more accurate results than other pretrial identification methods. While lineup procedures are useful, adversarial facial generation helps to reduce further inaccuracy. Pursuant to eyewitness identification of a suspect, our product generates a large number of lookalike faces. The witness must then make a positive identification amidst a large pool of similar faces - a more robust version of the classical police lineup. This protects both individuals and institutions from common biases in pretrial identification.**
- IV. Problem - Describe the problem your product solves.
 - A. **Our product seeks to reduce the incidence of false-positive facial identification.**
- V. Solution - Describe how your product elegantly solves the problem.
 - A. **Our product requires eyewitnesses to pick their target within a lineup of generated faces with similar features, ensuring matches are made on more than just resemblance between different participants/suspects.**
- VI. Quote from You - A quote from a spokesperson in your company.
 - A. **"Our product helps you have more confidence in your eyewitness accounts."**
- VII. How to Get Started - Describe how easy it is to get started.
 - A. **Our product can be easily adapted into standard lineup procedures. Faces can be chosen and the amount of generated difference can be customized to build a lineup of photorealistic faces without the need to find humans matching specific descriptions.**
- VIII. Customer Quote - Provide a quote from a hypothetical customer that describes how they experienced the benefit.
 - A. **"The lineup face generator caught the attention of our prosecutor, who discussed it during trial and increased the judge's confidence in the eyewitness's account of the suspect. The judge was sure the suspect was not misidentified as an innocent civilian."**
- IX. Closing and Call to Action - Wrap it up and give pointers where the reader should go next.
 - A. **Our product occupies but one niche in a broader ecosystem of technology, regulation, and infrastructure. Consistent with our belief that technology should be beneficial and non-injurious, our product seeks to minimize mistakes in eyewitness identification.**