Q1

Understanding the audience is important to enable effective communication of critical information.

To tailor your pitch to different types of stakeholers, you need to understand everyone of them’s capability of understanding technical jargon and also understand what it is that they are looking for

Q2

A clear statement is important to ensure that the solution built has relevance in the society and context in which it will be used. You begin with the challenge that led to the development of the software, then to the cause of the challenge, then to the people the challenge impacts and finally to the reason why it is important to address the issue in the first place.

Q3

A clear problem statement, Core value proposition, Key functionality, Unique differentiators, Target audience, and Implementation and usage.

Kenyans cannot follow up on the details of each monetary scandal. However, corruption is the most expensive activity that their taxes have to fund. The solution to this not only brings them closer to eliminating corruption in their community, it also brings people together in a common goal of eliminating bad governance. These people happen to be fellow Kenyans who have access to the internet. This software will source credible information from the various medias and the information that the people are given directly by the government.

Q4

Market analysis is good to make sure your solution will be accepted by the society and thus be a worthwhile activity. The kind of information that should be included should be the target audience and the audience that will potentially be excluded from access to the product and also about competition that is expected.

Q5

It is what sets the software apart from other tools similar to it. TO identify and articulate, one must have done market analysis and had feedback from users.

Q6

Technical feasibility asks the question, is this realistic, that is, are we able to create this software with the resources at hand. Cost, Risk analysis and Time constraints are some of the details that are included here.

Q7

Key components to present: Cost Structure, Key partnerships and value propositions.

Benefits of a well-defined business model: Demonstrates viability, shows an understanding of market dynamics and provides clarity on how the project will generate money.

Q8

In the implementation plan, include these elements: Project timeline, requirements, and development methods as well as the major risks

It is important to outline a clear implementation strategy to show feasibility, and thoughtful planning as well as to help stakeholders understand the project’s trajectory.

Q9

For financial projections, it is important to use visual aids, create financial statements about income and make realistic forecasts of the revenue to be created.

Critical information will include: break-even point, key metrics, funding requirements and projected revenue growth.

Q10

A call to action is something you say to invite the audience to take on a specific task.

Example:

The problem of corruption exists in systems governing countries, be they poor or rich. Technology has come to solve many problems in our society, and this is definitely going to be one of them. Join me in this quest to revolutionize the human race in this way.