**SOCIAL INNOVATION FELLOWS**

Pitch Deck

We recommend formatting your pitch using the following set of slides. You are encouraged to make it your own through presentation style, graphics, and fellow engagement. Keep in mind: we are only able to select a small number of projects. Therefore, it will be important for your presentation to be easy to understand, intriguing, and memorable, thus increasing the chances of your idea being chosen.

|  |  |  |
| --- | --- | --- |
| **SLIDES** | | **SLIDE CONTENT** |
| 1 | TITLE | Company name, presenter name, contact information |
| 2 | INTRODUCTION | Mission statement of your business  *This may also be a good time to quickly cover how your business has been successful thus far.* |
| 3 | BIG PROBLEM | State the problem - what are you trying to solve?  *Try not to be too specific. Proposing a problem in a bigger-picture sense now may result in good solutions outside of your original scope down the line.* |
| 4 | VISION | What do you hope to see accomplished by May?  *Vision statement related to the problem at hand* |
| 5 | WHY NOW | Describe what makes this problem current and pressing |
| 6 | WHY US | What will be the benefit to the Fellows for taking on your project?  *The Fellows will be selective about their projects. What do you bring to the table that may entice them to select you? Examples may include: real world impact, nonpareil resources, or interesting ventures. This may also be a good time to explain how Fellows from multidisciplinary backgrounds may fit well into your project.* |