Template 1:

Attention getter:

1. **Who is the target customer?** 
   1. Surgeons treating patients with heart diseases.
2. **What is the need?** 
   1. Increased precision in handheld device to decrease procedure time
3. **What is the market size? (I.e. how many people suffer from the disease, etc.)**
4. About 610,000 people die of heart disease in the United States every year–that's 1 in every 4 deaths (Based on CDC.org)
5. **Who or what is the competition/current practice?** 
   1. Mechanical actuation of bending tip.
   2. Fully robotic automated surgeries
      1. Expensive solution
6. **What is the key benefit that your future solution will offer?**
   1. Enhances minimally invasive procedures by reducing procedure times and improving patient outcomes.

Template 2:

1. **Who am I?** 
   1. BME senior design student
2. **Why Is This Important?** 
   1. 1 in 4 deaths in USA are heart disease and catheters are used to treat common cardiovascular diseases
3. **What am I doing?** 
   1. Designing an electrically steerable catheter system
4. **For Whom?**
   1. Patients requiring minimally invasive procedure
   2. Surgeons get less fatigued due to decreased procedure times

Who we are / What we’re tasked to do

Why were doing it

Who it’s for

What already exists

What we’re going to improve?