

C-Prize Pitch

Slide 1: My name is Nirupama Sensharma and I am a fifth year graduate student in the Physics department. The name of my idea is Nuclear Energy - The Better Energy. This is a website designed for a non-science population to create awareness about the benefits of Nuclear Energy.

Slide 2: Our planet is currently in a climate crises and embracing nuclear energy is the step that will take us closer to a safer and a greener environment. The problem, however, lies in the limited knowledge and awareness about nuclear energy within the society which has given rise to irrational fears and misconceptions associated with it.

Slide 3: The validation of this problem was gauged by a nuclear energy awareness survey which showed that although 99% of the participants believed in climate change, only 71% actually supported the use of nuclear energy as an environment friendly source of energy. This is the discrepancy that my product is aiming to fix.

Slide 4: Being a nuclear physicist, my solution to this problem is to create an interface that connects the general public with reliable information from experts in the field. Keeping that in mind, a comprehensive website (thebetterenergy.net) has been developed which aims to inform people about the importance and benefits of using nuclear power, help them get rid of their misconceptions and engenders support for a paradigm shift to sustainable energy usage.

The website has been divided into three major sections – The Health impacts of radiation, Nuclear Power Production and Nuclear Reactor Safety. Each section has been created to tactfully deal with one particular aspect of Nuclear Energy that the general public is usually concerned about. The uniqueness of my product lies in the fact that it is interactive (with easy-to-read and understand articles, fun facts and quizzes) and has been specifically designed to cater to the needs of the general public. This website, therefore, has the ability to help the society make educated and well-informed decisions about the use of nuclear energy for peaceful purposes.

Slide 5: What I need is help with advertising using social media, search engine optimization and placing ads on the website. I also need help with hiring a professional graphic designer and get a compelling logo designed specifically for my website.

Slide 6: My next steps involve testing different business models to create customer value and incentivize people to consume our information. To name a few, I would be selling merchandise that is customized to show our belief in the use of nuclear energy. I also intend to start a movement by selling stickers etc. to raise awareness and get the conversation at the public level started. I am also looking forward to make educational partnerships with middle/high school teachers and other educational institutions and sell lesson plans and provide access to webinars and seminars.

Slide 7: All of these startegies would be explored, keeping in mind my ultimate aim which is to promote awareness, start a movement and push for change in attitude to save our dying planet and embrace this low-risk, cheaper and an environment friendly source of energy – Nuclear Energy.