**Idea Pitch Template**

Please download a copy of this template, complete it for your innovation idea, and upload your completed idea pitch as instructed in Canvas.

My name is \_\_\_\_\_\_\_\_\_\_and I am a \_\_\_\_\_\_\_\_\_\_ (role) at \_\_\_\_\_\_\_\_\_\_ (school/college/business).

The name of my business/product is \_\_\_\_\_\_\_\_\_\_.

My business/product aims to \_\_\_\_\_\_\_\_\_\_ (solve this problem or address this need or provide this benefit) for \_\_\_\_\_\_\_\_\_\_ (your intended target customer).

I will do this by \_\_\_\_\_\_\_\_\_\_ (your offering/solution/idea) which is unique or better or preferred because \_\_\_\_\_\_\_\_\_\_ (differentiator, why someone will choose you).

The current status of my idea is \_\_\_\_\_\_\_\_\_\_ (your progress to date…do you have a team, a prototype, a business plan, a napkin with scribbles, investors, a customer…?).

The things that worry me most are \_\_\_\_\_\_\_\_\_\_ (What keeps you awake at night? What do you need to figure out in order to proceed?).

Through these workshops, I would like to learn \_\_\_\_\_\_\_\_\_\_.