

Proposal guideline

TCS Sustainathon Singapore 2021

Tips on how you can pitch your ideas!



Idea submission:

Some elements to strengthen your pitch!

1. Title

Give your idea proposal an impactful and memorable name

2. Team

Introduce yourself and/or your team members

3. Challenge

Tell us the Challenge Statement you are responding to

4. Research & data

Research, hypothesis, insights, market study etc. to support your idea

5. Idea

Present your idea, and the overall value proposition

6. Technology

An overview of the technology leveraged to make your idea works

7. Impact & value

Share the impact of your idea and how it will address the challenge

8. References

Links to any supporting documentations and resources.

Feel free to deviate or mix & match from the format if needed.
You may need more, less or entirely different slides depending on your idea.

Keep your proposal not more than 20 pages!!

Idea title

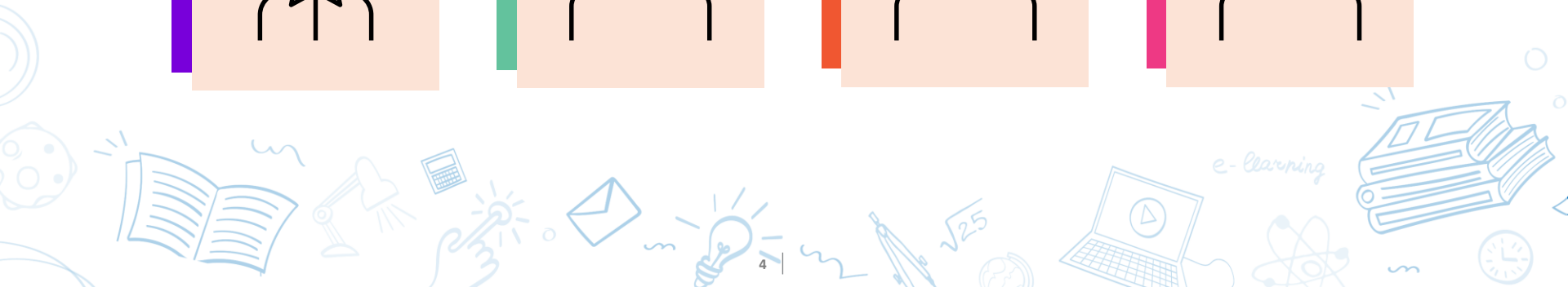
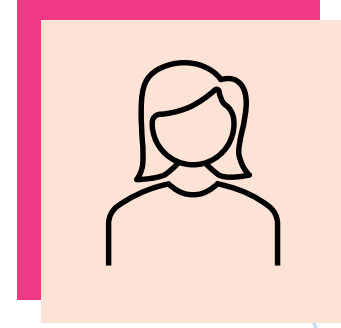
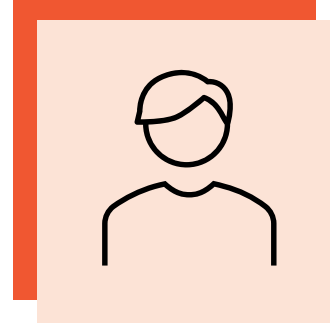
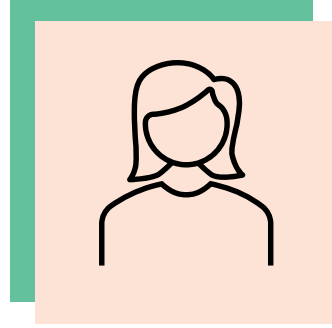
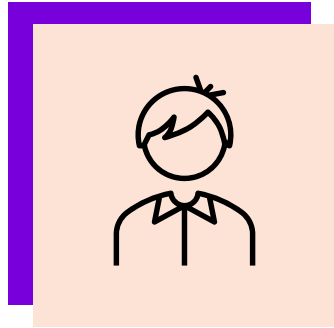
This is the COVER SLIDE for your proposal deck.

- The name of your idea
- Add a tagline to make it meaningful

Introduction (individual / team)

The next slide/s of your proposal deck.

- Tell us more about yourself and your team
- What is your team's name?
- Where are you from?
- What experience do you have?



Challenge statement

What is the specific challenge you are addressing?

- **Why is the problem / challenge important?**

- Are there implications for ignoring it?
- Why is it pressing for us to act?

- **How big is the challenge / problem?**

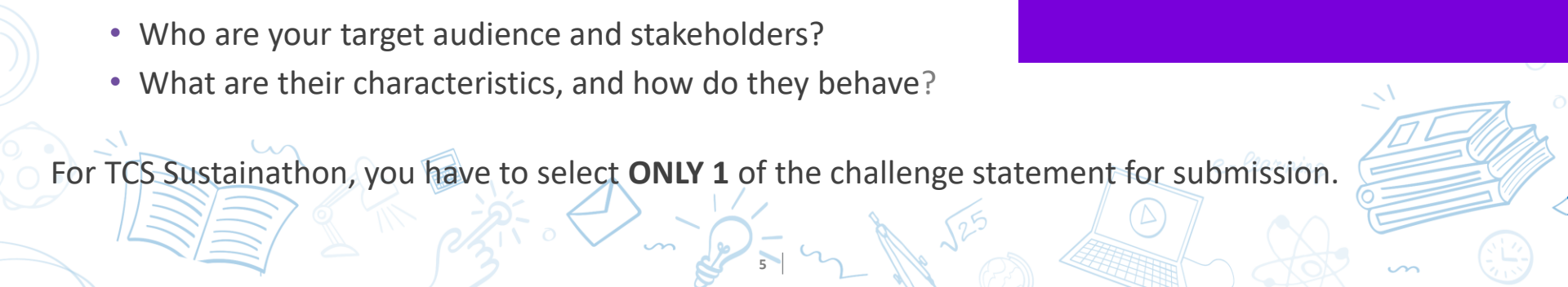
- Are you able to quantify the problem?
- Any trends or data to justify your point?

- **Who gets affected?**

- Who are your target audience and stakeholders?
- What are their characteristics, and how do they behave?



For TCS Sustainathon, you have to select **ONLY 1** of the challenge statement for submission.



Research & data

Customer Journeys, Market Scan, Surveys

- Leverage on **user journey mapping** to show us where and what you want to address
- Do you have any **hypothesis**? And how will you validate it?
- Are there any **data and statistics to support your idea**? (You may use secondary data and publicly available data and research to back you)
- What are **the existing solutions out there**? How does your idea stand out from the rest?



Idea



Present your Concept

- Leverage on your research and data from before to lead into this Idea
- Clearly State your value proposition
- Explain exactly how it solves the problem, or how this brings value to your stakeholders
- Be creative in how you want to present your idea (e.g.: visuals, infographics, videos)



Value & impact

All solutions drive to address an existing problem and challenge.

Values

What are the value your solution can bring in?

Differentiator/s

What differentiate your idea?

Impact

What is the impact and/or key results that you are expecting with the implementation of the solution?



Technology

The technology wireframe behind your idea.

- Explain the technology you are leveraging for your idea.
- What is the high-level wireframe of the technology?

References

Wrap up your proposal with references links and appendices.

- Any additional relevant documentation about your solution will be helpful.
- References to your past use cases would boost your credibility.
- List all your reference links within this slide.



Reach out to us

The Challenge Concierge is always around to assist.
Do contact us via TCS.sustainathon@tcs.com
if you have any burning questions.

Meanwhile, best of luck to your submission. Have fun!

