



Group: \_\_\_\_\_

Take some time to review your group's original idea and purpose. First, flesh out the details of your project by considering the questions below. Second, develop a 'Elevator Pitch' with your groups project idea.

## Context

Your idea:	
What problem does it solve?	What evidence do you have that it's a problem?
Whose help do you need to solve the problem?	

## Evaluation and Timeframe

Who is your target population?
How will their lives be <i>measurably</i> better and by <i>when</i> based on what evidence?

## Write your elevator pitch

<p>To get started, consider your answers above and try filling in the blanks:</p> <p>We will make/produce/create _____(your idea)</p> <p>In order to _____ (the problem you are tackling)?</p> <p>For _____ (your target population?)</p> <p>We will do this by _____(how will you do this?)</p>	Craft your pitch in 3-5 sentences:
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## **Cross Pitch:**

Pair up with other working groups and share your pitch, you may use the space below to take notes.



## **Refinement 1:**

**Incorporate feedback from cross-pitch exercise and refine your pitch.**

