



"NASA" Pitch Builder

6 Product Name: _____

1 Challenge: _____

| 2 Need | 3 Alternatives | 4 Solution | 5 Advantages |
|---|---|--|---|
| Tell us about a person or group you want to help. What is their problem? Why do they have this problem? | Tell us about the ways the problem can already be solved. Why are these ways not working? | If you had a magic wand, how would you solve the problem? Come up with an idea, tell us three features about it. | Name three reasons why your way is better than the other ways to solve the problem. |
| <i>Write your ideas here:</i> | <i>Write your ideas here:</i> | <i>Write your ideas here:</i> | <i>Write your ideas here:</i> |
| Summarize the need (~12 words): | Summarize alternatives (~20 words): | Summarize solution (~20 words): | Summarize advantages (~20 words): |

7 Write your Pitch!

We are (Product Name) and want to help Maine (Challenge). Too many Mainers face (Need). Existing alternatives like (Alternatives - ways) do not suffice because they do not (Alternatives - reasons). To fix this problem, we want to create a (Solution - idea) that would feature (Solution - 3 features). Our solution will work because (Advantages). In doing so, we (Challenge) and make Maine a better place to live!