

Delivering a great pitch is an important step in convincing investors to fund a business, but while an effective pitch can get the attention of an investor, it takes more to get them to invest their money. Before committing to a business, investors need to have confidence that the entrepreneur has done their research and that they can explain what their solution is and how it works. The Technical Brief is your opportunity to show investors how much work you have done and how well you know your business.

PART 1. Describe your team's design process.

Write a brief description of your team's process. This is your opportunity to show investors all the thinking that went into inventing your solution and designing your business. Consider using the following prompts to structure your description.

- What problem does your business solution solve? Who are your intended users?
- How did your solution evolve from your initial brainstorming to the final design? What led to these changes?
- What research did you do while designing your solution? How did that research inform your design?
- What are the limitations of your solution? How do you plan to address these limitations?

PART 2. Use the following questions to fully describe your Goal Tracker solution.

1. How does your product help users address specific behaviors or habits?
 - a. List the behaviors or habits that your goal tracker will help users change.
 - b. Describe how your goal tracker will help users monitor their progress.
2. How will your goal tracker help users visualize progress?
 - a. Provide a prototype of the picture or animation that users will see as they make progress towards their goals.
 - b. Explain how your visualization will continue to motivate users even if they take a step back in their progress.
3. How will you translate information about behavior into the motivating visual?
 - a. Describe the variables that will be collected and quantified in order to measure the behavior.
 - b. Create a function that converts what you have measured into movement on the progress tracker visual.