

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 Backed by Data solution.

1. What content will your influencer brand produce?
 - a. Describe the types of stories your brand will publish.
 - b. Describe the outlet your brand will use to reach your target audience.
2. Include an example story. Remember to include the following:
 - a. Background information and key takeaways about the scenario.
 - b. A statistical analysis that uses at least one new variable that you created by combining multiple variables.
 - c. Data visualizations that help you and your audience draw conclusions about your scenario based on key characteristics of your data and relationships between variables.
 - d. Describe how you will influence your audience to take action.