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 Image Identifier solution.

1. How does your product use machine learning for image identification?
   a. Describe the classifications of images used in your machine learning model.
   b. Describe the role the classifications play in your product.

2. How does your machine learning model identify images?
   a. Provide a prototype of your machine learning model.
   b. Demonstrate that your prototype has been through multiple training sessions by summarizing at least two sessions in the Machine Learning Training log.

3. How will you report the effectiveness of your machine learning model?
   a. Document the probability of correct identification of the images after each training.
   b. Calculate conditional probabilities of correctly identifying different subcategories of images after each training.
   c. Explain your plan for how to improve the conditional probabilities by retraining your model.

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