

Tech Brief: Navigating Networks

Technical Brief

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 business use weighted networks?
 - a. Describe the good or service your business will distribute using weighted networks.
 - b. Explain how your business uses networks.
2. How does the use of a weighted network help improve how your goods or services are distributed?
 - a. Provide a prototype graph that models your weighted network and assigns a numerical weight to each edge.
 - b. Define and label what each node in your graph represents.
 - c. Show how you developed and assigned innovative weights to each edge using multiple variables.
3. How does your business use your innovative weights to responsibly and equitably optimize the distribution of goods or services through your network?
 - a. Using your prototype, show and describe how you responsibly and equitably optimized your network.