

Welcome to the world of entrepreneurship and your Design & Pitch Challenge in STEM. There are several parts to completing the challenge. Although these parts are presented in an order, you do not need to complete them one after the other. Sometimes, you will need to go back to parts that you thought were completed and change them based on your new thinking.

Launch



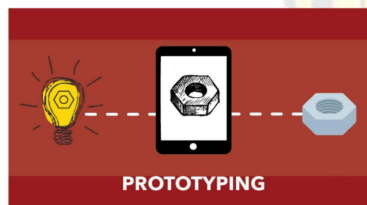
Read your **Challenge Statement** and watch your Challenge Champion's **Set the Stage video**. Be sure you have a clear understanding of the problem.

Identify and **understand** the users – the people or organizations who need a good solution to this problem. What do users need in a solution? Why? What's wrong with the solutions they have now?

Design



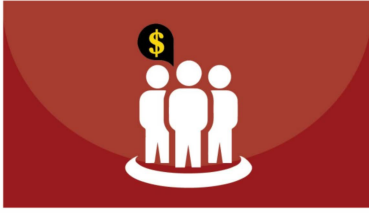
Design a solution to your problem. **Research** and brainstorm possible solutions to the problem. Be creative and daring. Your first idea doesn't have to be perfect.



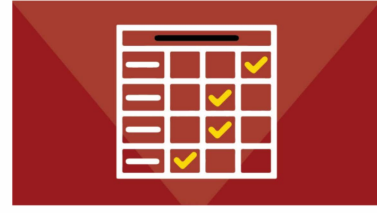
Prototype your solution to test it and demonstrate that it will solve the problem. Your prototype is an example of how your solution will work in real life. Test your design and get feedback, then make it better based on what you learn.



Justify your solution by completing the **Key Business Proposition** to show that it can be the foundation of a viable business, and the **Technical Brief** to demonstrate all the thought and research that went into your design.

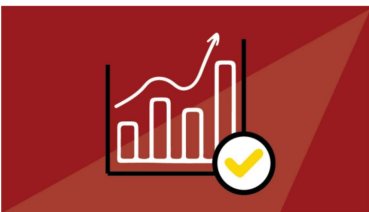


Use the **Business Models** and the **Key Business Proposition** to explain how your solution creates value for customers. Consider the following questions: Who are your customers? Why do they need your design? How does your solution enhance what customers like about their situation and fix what they dislike? What type of business model will you use for your product?

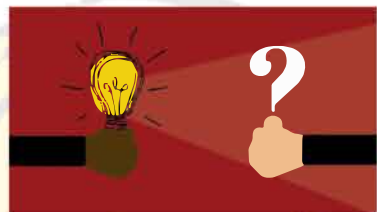


Keep track of how your group developed your solution. Use the **Technical Brief** to reflect on your process. The Technical Brief is also where you will describe the specifics of your solution and justify why and how it works. You can use the **Technical Brief Grading Rubric** to make sure you've met all requirements for your solution.

Pitch



Develop a **pitch** to convince investors that they should fund YOUR solution. You should use the information you gathered or created in the previous steps, but don't be surprised if you need to change things about your **Key Business Proposition** or solution design as you think about your pitch.



Remember to explain why the problem is so important, how your solution will solve it, who will buy it, and why. Be sure to look at **How to Build a Pitch** as well as **Pitch Judging Rubric**, which is what investors will use to evaluate your pitch.