

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 Routes Reimagined solution.

1. What criteria will users be able to choose from when customizing a route?
 - a. List the criteria users will be able to select when planning a route.
 - b. Explain why users would want to be able to choose from these criteria.
2. What will users see when they use your app to plan a route?
 - a. Create at least two prototype maps that will show users how to get to an example destination.
 - b. In each of your prototype maps, show a different way a user might customize it using the available criteria.
 - c. In each prototype map, include at least three possible routes that emphasize the chosen criteria.
 - d. Explain how each possible route was customized to fit the user's selected criteria.
3. How will your app automatically calculate all relevant trip information for a route?
 - a. For the routes in your prototype, provide functions that can be used to automatically calculate:
 - i. Estimated travel time for the full trip and each leg of the trip, if relevant;
 - ii. Estimated time of arrival;
 - iii. Distance of trip. Explain any assumptions that you used in your estimates and why those assumptions are reasonable.
 - b. Explain any assumptions that you used in your estimates and why those assumptions are reasonable.