For Pitch 2, you will have a very short time to present your idea (in the form of a PowerPoint presentation) to the panel of judges. We will provide the exact time for each pitch when we know how many registrants we have, but it will probably be in the range of 5-6 minutes per team. Presentations should include:

1. What is the problem/unmet need that you have identified?
   a. Give a basic description of the problem and relevant background information
   b. Who is affected? How many are affected?
   c. What is the “cost” of the problem?
   d. What additional work do you need to do to define the problem better?

2. What is your potential solution?
   a. How will it work? What competitors do you have? How is your solution potentially better/faster/cheaper than what exists out there now? How much will it cost? Who will pay for it?

3. Next steps?
   a. What is your plan moving forward? What does your team need to do to better define this need and/or develop a potential solution?
   b. What resources do you think you need to take the next step in creating/testing your solution or better defining your need? If doing either of these requires resources that cost money (e.g., you need to pay for information/surveys to define your need better or you need money to prototype something), please create a budget and request funding for this.