



Idea pitch Template

Use this template to develop a potential idea that could change the way recycling is happening in your community, organization, or the state. This idea should not be happening currently here, but elements of it, or very similar projects could be happening outside of Michigan or your organization or community. This exercise should take around Twenty minutes. The main idea for this exercise is to work through the process of developing an idea, and to get your brain warmed up for the Michigan Recycling Hackathon. For an example of what this template may look like when completed please reference the *recycling drone example*.

Section one: Summary/ Idea Overview:

- *Name of the idea:*
- *Graphic picture/image:*
- *Opportunity story/description (what does the world look like now that your idea is in it):*
- *Inspiration (what do you think inspired you to think or choose this idea):*

Section two: The demand

- *Who cares (now that your technology exists, who are the groups/stakeholders paying attention)?*
- *Why do they care?*
- *How much do they care (what's the potential or estimated impact of your idea to them)?*
- *Work arounds and accommodations (what needs to change in order for this idea to be able to be implemented)?*

Section three: The design

- *Offerings: (please list the hypothetical ways your idea will be rolled out, or made as an offering for recycling solutions, include a physical description of what your ideas roll-out looks like, the needs and desires this idea addresses and possibly the enabling technologies that allow for this type of idea offering)*
- *What's this idea's business Model-*
 - *Production (who and where is this idea, or aspects of this idea being produced?):*
 - *Delivery (does this idea require delivery or pick-up of any materials? If so what does that delivery system look like?):*

Section four: The Value

- *What value is your idea generating (environmental, social, financial)?*
- *Are there any consideration that need to be taken into account for the community (will people love this idea, or have to get used to it, does it negatively affect any people)?*
- *How will this impact the community (positively or negatively)?*
- *Any outstanding questions and/or assumptions that should you can answer about your idea?*
- *What are the largest unanswered or looming questions that would need to be answered before developing this idea further?*