**Pitch Outline Template**

**[remove: Develop a name for your project]**

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| **What: Framing the problem/Overview** |

**The set up**

[Remove: Give us a general understanding why you chose this particular topic and issue]

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| **What: Research used to support identification of problem** |

**Gaining knowledge**

[Remove: Tell us about the information you discovered during your research around this topic/issue.]

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| **What: Identify a problem** |

**What is the problem?**

[Remove: What is the project? Why does the client need this solved? This should be a simple sentence (or sentences) expressing a specific idea (or ideas). Avoid generalities because they result in ambiguous communications.]

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| **Who: Target Audience with Personas** |

[Remove: Tell us about who you are targeting and crafting your message for. Share the personas developed to paint us a picture of your audience.]

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| **Why: Opportunity** |

**What’s missing? Where you fit in solving this problem? How would solving it help your audience?**

[Remove: Tell us how you see the benefit in solving this problem for your audience and if you have unique approach or retooling an existing one.]