

Project Name

Give your project a name, and (option) a tagline or vision/mission statement.

Topline

Give a clear, 1-3 sentence explanation of your project

Problem & Community

What problem are you trying to solve and who are you solving it for? Are your customers the same as your users and your beneficiaries? Why is the problem urgent?

Solution

How does your product or service solve the problem?
What does it do to make it better?

Technology

What technology or technologies are you using in your solution? How is it relevant or appropriate? Why is it better than the alternatives?

Vision

What vision are you trying to achieve? What is the “beach” you’re trying to get to? What will the world look like, and for whom?

Business Model

What is the business model will your project be using?
What timeline are you looking at? What is the cost
structure or monetization strategy? How will you scale
or reach obsolescence?

Actors

Are there others already working on the problem, or similar problems? What gaps or opportunities exist in those solutions? What partners do you need to achieve highest impact? What solutions do you replace, and how do you plan to relate to them?

Team

What are your names and what are your relevant backgrounds? What expertise or talent do you still need to achieve your goals?

Key Asks

What support do you need to achieve your goals?
Investment? Hardware? Space? Time? Training? Coaching?
Networks? Legal?
*What can the SDI team do to support you?