

Name: _____

Date: _____

Final Design Proposal

Sometimes design solutions have to be pitched to investors to receive funding for the creation of the product. During that pitch, the engineers have to justify their choices and explain why the stakeholder would want to utilize their design (sometimes over other preexisting designs out there). The pitch helps the funders, investors, and product developers see the value in the design. It will also help the advertisement team better market the design to stakeholders.

Use this handout to help you start drafting the key parts of your design proposal pitch.

Part 1: Introduce the problem and claims for a solution

The first thing we have to do in a pitch is establish a purpose. In the space below, tell a little bit about the problem you have identified. Write it so that the investor will feel the need to fix the problem.

Next, you will need to explain the purpose of your device and make a claim about what your proposed design solution will be able to do.

Part 2: Show off your solution

In the space below, show your design solution to investors. Highlight any key features that help meet the needs of the design that separate your device from others.

If there are already devices available to consumers that are meant to protect your object, explain how this design will work better than the devices already on the market.

Part 3: Present your research

Investors and others who you are pitching to will want to know that you have done your research and are making the best choices. They will want to know that you are making decisions based upon stakeholder needs and attitudes, making the device easier to sell.

Explain any feedback you received from stakeholders that you *are* using in your design:

Feedback	Where and how it is being utilized

Explain any stakeholder feedback you *are not* using and why you have made that choice:

Feedback	Why it is <i>not</i> being utilized

List any other criteria or constraints you took into account when making this device.

Part 4: Justify your design decisions

Investors will want to know that you have made good decisions in your design. Explain what you ranked as your primary vs. secondary vs. tertiary considerations and why. Explain how these decisions have helped to optimize your design.

Stakeholder consideration	Your ranking (P, S, T)	Explain why this choice helps to optimize your design