

# Pitch 2 Information

During this pitch, we want to hear more about the problem/unmet need you have identified, who is affected by it, as well as more on your approach to solving this problem. New teams can enter at this time (you do not have to have been in Pitch 1). Judges will be assuming that you will have better refined the need or problem you have identified. In addition, they will expect that you will have come up with a more developed concept of what the solution may look like as well as have a better handle on market size, costs, etc.

We would also like all teams to take a crack at filling out the “Envisioned Product Intake Form”. This form helps groups focus on key questions that commonly need to be answered during the process of device development. We know that you will not be able to adequately address all questions but do look at it and fill it in where you can. **Submit this form with the responses you can come up with the day before pitch 2. It will be provided to the judges and can help them better understand what you are trying to do and may factor in the judging.**

Finally, we are lucky to now have the support of **MethodSense Inc.!** Their support will be part of our monetary awards, so more on this later.

## Other Information

As with Pitch 1, 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 again probably be 5 minutes per team.

From Pitch 2, we will select a small number of teams (3-6?) to move to the final competition, held during the BME Senior Design Symposium.

## Some more prompts to get you thinking for your presentation:

1. What is the problem/unmet need that you have identified?
  1. Give a basic description of the problem and relevant background information
  2. Who is affected? How many are affected?
  3. What is the “cost” of the problem?
  4. 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?

1. What is your plan moving forward? What does your team need to do to better define this need and/or develop a potential solution?
2. 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.