

Pitch Competition Tech Brief

Company Name: _____

Primary Contact: _____

Email / Phone: _____

Website: _____

Technology Area: _____

Stage: Concept / Prototype /
Pilot / Revenue / Scaling

1. Problem / Market Need

What problem are you solving, and for whom?

- Target customer or end user
- Specific pain point or unmet need
- Why the problem matters now
- Cost, risk, inefficiency, or missed opportunity
- Current alternatives and why they fall short

Suggested statement: [Target customer] struggles with [problem], resulting in [cost/risk/inefficiency]. Existing solutions are limited because [reason].

2. Solution / Technology

What have you built, and how does it work at a high level?

- Product or technology description
- Core functionality
- Key technical differentiator
- Current development stage

Insert product image, workflow, architecture diagram, screenshot, or prototype photo

Suggested statement: Our solution is a [product/platform/process] that uses [technology/approach] to [specific outcome]. Unlike current approaches, it [key differentiator].

3. Value Prop / Competitive Advantage

Why is your solution better than the status quo?

- Measurable customer benefit
- Competitive differentiation
- IP, data, know-how, license, partnership, or other defensibility
- Business model, if relevant

Benefit	Impact
Faster	Reduces _____ by ____ %
Cheaper	Lowers cost by \$ _____
Better	Improves _____ from _____ to _____
Defensible	Patent / data / know-how / license / partnership

4. Traction / Roadmap / Ask

What progress have you made, and what do you need next?

- Traction to date: Prototype, pilots, customer discovery, revenue, grants, LOIs, partnerships, awards
- Next milestones: 6-12 month technical, customer, and business milestones
- Ask: Customers, pilot partners, investors, mentors, industry partners, or strategic referrals

Milestone	Target Date	Resource Needed

Ask: We are seeking _____ to help us _____.