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Pitch Deck Template

Instructions for Teams: Use this template to create a clear, compelling, and concise 5-minute pitch. Your presentation should tell a story, not just list features. Remember to focus on the human problem and how your AI solution creates positive social impact..

Slide 1: The Problem

(Goal: Make the jury care immediately)

- **Headline:** [A compelling statistic or a provocative question about hate speech]
 - **Example:** "73% of young people have witnessed online hate speech, but only 20% report it. Why?"
 - **Example:** "What if the very algorithms that connect us are also being used to tear us apart?"
- **Content:**
 - Introduce Your User: "This is [Your User Persona's Name, e.g., 'Aya']. She's a [brief description, e.g., '19-year-old student from a minority background']."
 - Define the Pain Point: "Every day, Aya faces [describe the specific hate speech problem, e.g., 'subtle xenophobic comments in her university's online forums' or 'organized hate campaigns on social media because of her religious identity']."
 - State the Consequence: "This makes her feel [describe the emotional/social impact, e.g., 'isolated, anxious, and unwilling to participate in online discussions']."
 - The Gap: "Current solutions like [mention an existing platform's report button or a generic block feature] fail her because [explain why, e.g., 'they are too slow, lack cultural context, or put the burden of proof entirely on the victim']."
- **Visual:** A powerful, empathetic image of your user (a stock photo that represents your persona) or a visual representation of the problem (e.g., a blurred screenshot of a toxic comment section with sad emojis overlaid).



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- **Guiding Question for Your Team:** What is the human story that makes this problem urgent and real?

Slide 2: The Solution - Your Innovation

(Goal: Clearly explain what you built and how AI powers it)

- **Headline: [Your Project Name]**
 - **Example:** "Introducing 'Safespace AI'"
 - **Example:** "This is 'Bridge' "
- **Content:**
 - The "What": "[Project Name] is a [define what it is, e.g., 'browser plugin', 'mobile app', 'digital campaign'] that helps users like Aya [state the core action, e.g., 'identify, report, and counter hate speech safely and effectively']."
 - The "How" (User Journey): "When Aya sees a harmful comment, she simply [describe the key user action, e.g., 'highlights the text']. Our tool then [explain what happens next, e.g., 'uses AI to analyze the sentiment and provides her with empathetic, pre-drafted counter-messages she can safely use']."
 - The AI's Role (Be Specific!): "The core of our solution is an AI that [explain the technical function simply, e.g., 'uses Natural Language Processing (NLP) to understand context and nuance, distinguishing between offensive jokes and genuine hate speech']."
- **Visual:** A clean, simple graphic or mockup of your solution's key interface. This could be a screenshot of a mock app screen, a diagram of the workflow, or a simple icon-based flowchart.
- **Guiding Question for Your Team:** Can we explain what our solution does and how the AI works without using technical jargon?



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Slide 3: The Impact - The Why

(Goal: Show the positive change your solution creates)

- **Headline:** Creating a Ripple Effect of Change
- **Content:**
 - **Direct Impact:** "For Aya, this means she can [state the key benefit, e.g., 'reclaim her voice online without fear, engaging in discussions she once avoided']."
 - **Measurable Outcomes:** "We measure our success by [list 1-2 key metrics, e.g., 'a 50% reduction in user-reported anxiety after using our tool' or 'a 5x faster reporting time compared to standard platform tools']."
 - **Broader Vision:** "Beyond individual users, we are building [describe the wider social impact, e.g., 'a digital environment where hate speech is less effective, and inclusive conversations become the norm']."
- **Visual:** A positive image showing connection and empowerment (e.g., diverse hands reaching for a single smartphone, a group of diverse young people laughing together). Alternatively, a simple, clear graph icon showing an upward trend for a positive metric.
- **Guiding Question for Your Team:** How does our solution make the online world tangibly better?

Slide 4: The Magic - The How

(Goal: Build credibility and explain your path forward)

- **Headline:** How We Built It & Where We're Going
- **Content:**
 - **The Team:** "Our diverse team brings together [mention key team skills, e.g., 'AI development, social science research, and community outreach'] to tackle this problem from all angles."



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- **The Technology:** "We built this using [mention key technologies/frameworks, e.g., 'Python, TensorFlow, and a dataset of over 10,000 annotated comments'] to ensure accuracy and fairness."
- **Our Next Steps:** "In the next 3 months, we will [state your immediate plan, e.g., 'pilot the tool with two university student groups, incorporating their feedback to improve the model']."
- **Visual:** A simple timeline graphic for your next steps, or a photo of your team (if available). Otherwise, use your project's logo.
- **Guiding Question for Your Team:** Why are we the right people to solve this, and what is our realistic plan to make it happen?

Slide 5: The Call to Action

(Goal: Leave a lasting impression and state what you need)

- **Headline:** Join Us in Building a Kinder Digital World
- **Content:**
 - **The Ask:** "To scale our impact, we are looking for [be specific about what you need, e.g., 'partnerships with educational institutions for pilot testing', 'mentorship in AI ethics from industry experts', or 'connections to potential funders']."
 - **Final Punchline:** "Together, we can ensure that technology serves humanity, not hatred."
- **Visual:** Your project logo, large and clear. Website or contact handle (e.g., @ProjectName) prominently displayed.
- **Guiding Question for Your Team:** What is the one thing we want the jury to remember, and what is our clear ask?