

Now that you have analyzed a problem, proposed and refined a solution, and developed a pitch for your idea, you will create a technical brief describing your product and the process you used to find a solution.

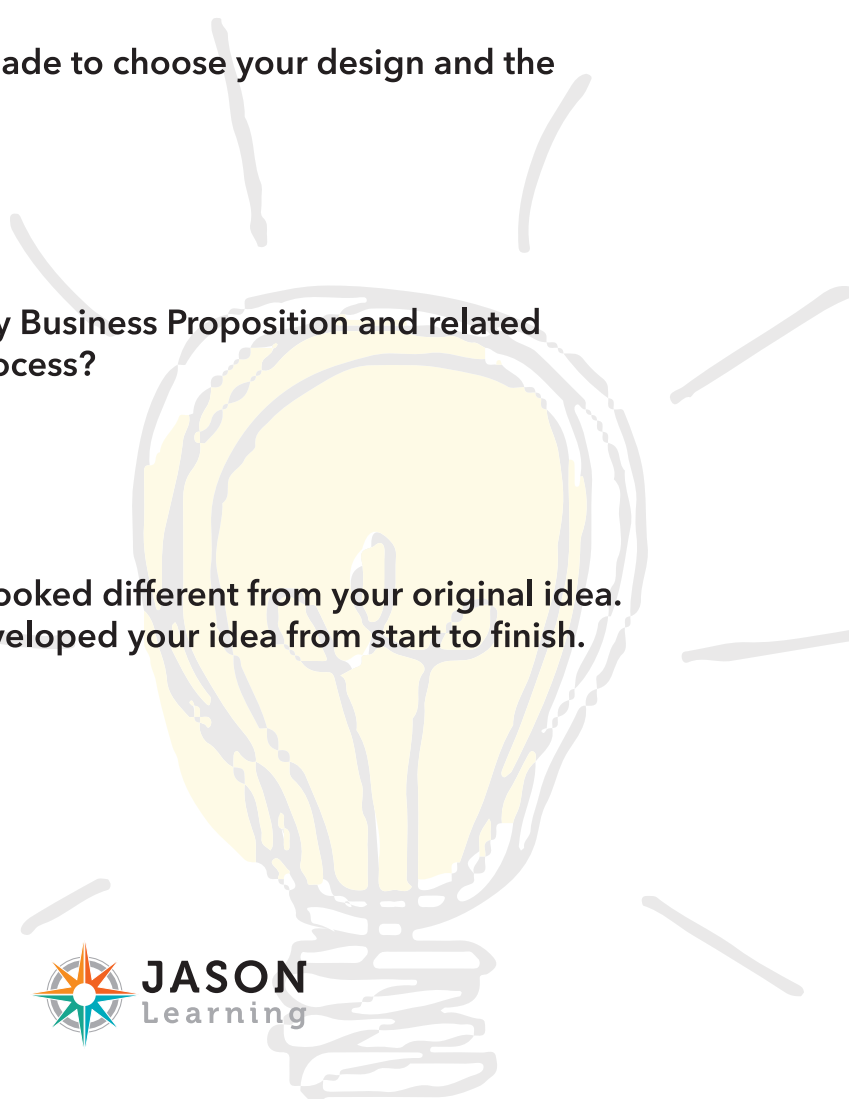
**PART 1. Briefly describe your solution and how it solves the problem or challenge you identified.**

**PART 2. Describe the mathematics, science, and engineering you researched to design your product. Include links to websites or other resources you used.**

**PART 3. Describe the decisions you made to choose your design and the challenges you had to overcome.**

**PART 4. How did developing your Key Business Proposition and related Business Models Types affect your process?**

**PART 5. Your final solution probably looked different from your original idea. Describe the process for how you developed your idea from start to finish.**



### PART 6. How well do you think your solution will work under real-world conditions?

Just a little	Somewhat	Fairly Well	Almost Completely

*Explain your reasoning.*

### PART 7. Fully describe your Erase Food Waste solution based on the questions below.

- A. What is your business and how does it use a sliding price scale?
  1. Describe your business.
  2. Describe how your business uses a sliding scale.
  3. Explain why a sliding price scale is a good idea for your business.
- B. How does your sliding price scale work?
  1. Describe the percent discounts you used in your sliding price scale, why you chose them, and how they are applied (e.g. age of food, appearance of food, time of day).
  2. Show an example, with calculations, of how your sliding price scale will be applied to a specific food item.
- C. How did you use market research to build your sliding price scale?
  1. Include a copy of your survey and the results.
  2. Explain how you used the results of your survey to decide on your sliding price scale. Include specific examples to justify any pricing decisions you made.
- D. How will your business reduce waste and make money?
  1. Use an example and your market research to explain and justify how your sliding price scale will reduce food waste.
  2. Use an example and your market research to explain and justify how your sliding price scale will help your business make more money than it would without the sliding price scale.