

# #IYKYK Pitch Competition IDEA BLUEPRINT



Use this template to summarize your idea for the 2024-2025 #IYKYK Pitch Competition.

TEAMMATE NAME	PHONE NUMBER

## THE CHALLENGE

Revolutionize how your generation views Experian as a 'rite of passage' when turning 18 in the US. Develop a solution that makes Experian the go-to resource for building a financial legacy in cool, exciting, and culturally relevant ways so that you and your peers can secure and protect the bag.

## YOUR BIG IDEA (ALL ROUNDS) – 1400 characters

Describe your idea, solution, or concept and how it positions Experian as the go-to resource to empower young people in the US during their coming of age. Keep impact, innovation and originality in mind.

## YOUR IDEA IN ACTION (ALL ROUNDS) – 1400 characters

Explain how your idea works. What are the core, key components? Keep feasibility in mind.

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**COMMERCIAL LINK URL**

Upload your 2-3-minute commercial to a site that can be accessed by the judges.

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**TAKING IT TO MARKET (SEMIFINALS & FINALS) – 1200 characters**

Brief description of how the idea will be launched and promoted to reach the target audience. What marketing strategy and tactics will drive awareness and engagement? What are the key components of your go-to-market approach?

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**VALIDATION (FINALS ONLY) – 1200 characters**

Explain the steps you have taken to validate your solution, refine your prototype, and get feedback from target audience.

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**FINANCIALS & FUNDING (FINALS ONLY) – 1200 characters**

Explain the major costs involved with starting and launching your idea and any potential revenue streams (if applicable).