



**Big iDeas Pitch
PROJECT DESCRIPTION TEMPLATE
\$1000 for your Big iDea!**

- The deadline to submit application is MONDAY of Pitch Week, 5 pm.
- The PI submits the Big iDeas Pitch template via email to– bigideas@smu.edu.
- Please put “Big iDeas Pitch Application” in the subject line in your email.

In 1-2 sentences describe your Big iDea. what, who, when, where, how ,why

What makes your idea BIG?

How does your idea provide value to society?

What can you accomplish in three months? (note: Big iDeas Demo Day is approximately the last Friday in January. Winning Big iDeas are showcased at the Demo Day Fair.