Initiative Pitch

Purpose — The raw idea, problem, or something we've seen that motivates us to work on this.

Appetite — How much time we want to spend and how that constrains the solution.

Solution — The core elements we came up with, presented in a form that's easy for people to immediately understand. Help them see it, add fat marker sketches and/or images.

Rabbit holes — Details about the solution worth calling out to avoid problems ie. call out points we might otherwise get stuck on or that will derail the project pitch.

No-gos — Anything specifically excluded from the concept: functionality or use cases we intentionally aren't covering to fit the appetite or make the problem tractable.

Broad Community Engagement — How will we make sure everyone has a seat at the table? How will we make sure it remains a project that belongs to the community, making sure all voices are heard and no one's personal agenda takes over?

Communication Plan — How will pitch, launch and updates be communicated to the community? Are there any sensitivities we need to keep especially in mind?

Dance in the Joy Zone! — How will we make it enjoyable? Let's aim to benefit and delight people. How will we reward and recognise volunteers?

IDEA BANK → SHAPE → PITCH → VOTE → BUILD