



Smart INNOVATION HUB
City Works
a 501(c)(3) non-profit corporation



Institute for a
Sustainable Earth

Concept Paper and Pitch Deck Requirements

Carbon Neutral Pitch & Pilot

Upload Items by October 03, 2022

Google Drive folder – link shared by M. Merk (monika@smartcityworks.org)

Items to Upload

Concept Paper (2-3 pages)

- What is the value proposition of your product, in general and then specifically to Fairfax County? What is the product and what does it do?
- What is the estimated length of time for the pilot that you are proposing? How did you come to this number?
- What is the general budget that you are proposing?
- What do you anticipate the project's impacts to be, at the conclusion of the pilot? How will they be measured?

Slide Deck (no more than 10 slides)

- Background info: CEO name & experience and any advisors that you have
- Description and photo of your product
- Accomplishments, prizes, successes
- How does your product align with the four eligibility criteria: (1) Innovation (2) Regional Impact (3) Practicality and Scalability (4) Social Responsibility & Equity
- Elaborate on the budget proposal that is mentioned in the concept paper
- Describe implementation process & anticipated timeline
- *Optional:* list Fairfax govt departments that you believe would (1) likely be involved in the implementation of the pilot and/or (2) be directly impacted by the implementation (e.g. Parks & Rec, Public Works, Transportation Dept, etc.)