

## Using Data to Pitch Your Solution

### **Create a baseline**

*What does your funder care about? What measures can you impact? Think of the data sources you would bring in, what you need to collect yourself. This is to set the context*

### **Create a hypothesis**

*This intervention for this specific group will affect these indicators*

**Defining the right metrics**

*Identify shared goal between your organization and funder. Measure changes based on your hypothesis. Answer these questions:*

What outcome(s) do we want?

What does success look like for this program?

What does success look like for target clients?

Is there a clear cause and effect?

Can the metrics be collected?

**Make the ask**

How much do you need to invest in the transportation intervention?

What does the intervention change?

What are those changes worth?

What is the difference between investment amount and revenue growth/savings