Deliverable I - Design Day Presentation Material

**University of Ottawa**

**GNG1103: Engineering Design**

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**Group 6**

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Abstract

We will briefly go through each component “so What”, “Who cares”, “Why you”, “Why now” for our pitch presentation.

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# 1.0 Presentation Pitch Content

## 1.1 So What?

What is the significance of tornadoes with respect to climate change?

* Temperature increase --> more moisture (7% more retention capacity per degree increase as more water evaporates) --> more likely that triggered thunderstorms will become tornadoes
* Currently the global surface temperature has increased by 1.28 degrees Celsius since the 19th century

## 1.2 Who Cares?

How are tornadoes going to affect the future

* Affect everyone: Will be occurring more frequently due to climate change (Will create new tornado alleys in areas less prepared for tornadoes).
* Will become harder to predict since they can occur throughout the year instead of just the summer

How do tornadoes affect the client/potential users?

* Ontario: tornado capital of Canada
* Will have to start budgeting for potential property damage as frequency and intensity
* Will **potentially** have to start losing recreational space for safety measures against tornadoes (ie: basements becoming tornado shelters)

## 1.3 Why You? Why Now?

Why You: How does our product affect YOU

* Educational through VR
* Newspapers
* Newscast
* Phone call
* Atmosphere/circumstance
* Helps understand and prepare for extreme weather events
* Engaging and entertaining --> more likely to take something away from it and learn

Why Now: How is our product relevant TODAY?

* Ottawa is the new capital for tornadoes
* It is predicted that the surface temperature will be increased by 1.5 degrees within the next five years
* Climate change is getting worser and worser so, we need to start to prepare for these occurrences

## 2.0 Product Demonstration

The demonstration of the product will be happening throughout the entirety of the pitch

## 3.0 Table Setup

