

Media Pitch Deck

JOEL WHITWORTH

WWW.JOELWHITWORTH.COM



The Story

Retired IBM data analyst uncovers potential link between catalytic converters and global warming. He is seeking an innovative engineer to freely give his research so they can redesign these devices and potentially combat climate change. Citizen scientist meets environmental innovation in this unique story.

Target Audience

Media outlets- TV, podcasts, radio, magazines



JOEL WHITWORTH

Citizen Scientist With A Mission

- Retired IBM IT specialist with 35 years of data analysis experience
 - Uncovered data regarding a potential innovative product that will reduce the harmful global warming damage our society causes by up to 72%
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The Discovery

- Potential correlation between catalytic converter adoption and global temperature changes
- Analysis of data from EPA, NASA, and NOAA

Unique Approach

- Not seeking personal gain or profit
- Offering research findings freely to qualified experts
- Minimal compensation (5% stake) if an invention results

Call to Action

Seeking innovative engineer or inventor to take the research forward

Goal: Pass research onto someone who can redesign catalytic converters to potentially

If you want to help but aren't super scientific

Just tag all your scientific research family members to this article until Joel finds the right researcher to carry on this work



Media Angles

1. Altruistic Citizen Science:
Retired IT specialist tackles climate change for free
2. From Data to Action:
How one man's discovery could revolutionize environmental efforts
3. Passing the Torch:
Whitworth's search for the next environmental innovator
4. Citizen Scientist:
I saw something, I said something

Inspiring the Next Generation

- Plans to continue media engagement after finding a collaborator
- Message: Ordinary people can make extraordinary differences
- Encouraging youth to contribute their unique skills to global challenges





CONTACT

Download Joel Whitworth's research by contacting him through his website.



www.joelwhitworth.com

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