

Semi Finalist Instructions

Water Challenge 2017

Mandatory Dates

Pitch Practice

Wednesday, March 8th, 6pm-8pm

Propeller, 4035 Washington Avenue

TASK: First draft Powerpoint slides are due to Ginny Hanusik (ghanusik@GoPropeller.org) on Tuesday, March 7th, at 5:00pm.

- This event is required for at least one representative from each venture. It is an opportunity to practice your presentation and receive feedback from Propeller's staff members and partner organizations.
- It is crucial to come as prepared as possible with your presentation to get the most out of the feedback. Prior to the pitch practice, we highly encourage each semi-finalist to **practice their pitch at least 10 times** in front of friends, family, colleagues, potential clients, etc. to get feedback from people with different perspectives.

Pitch Practice Agenda:

6:00pm: Semi-finalists arrive. We will start promptly at 6pm (please be on time) Welcome and introductions (your name and one thing you do to be healthy)

6:15 pm - 6:25 pm: Overview of day of event, pitch requirements, judging criteria and Q&A

6:25 pm - 7:50pm: Each Semi-finalist presents 3-minute pitch in front of other semi-finalists, Propeller staff and guest judges. 3-minutes of feedback will be given by Propeller staff.

7:50 – 8:00pm: Q&A and closing remarks

Water Challenge 2017

Monday, March 20th, 2-4pm

Ogden Museum Library, New Orleans

TASK: Final Powerpoint slides are due to Ginny Hanusik (ghanusik@GoPropeller.org) no later than Friday, March 17th at 5pm.

- Three-minute pitches will be made in front of three judges and a voting audience.
- Please plan to check in and arrive at 1pm.
- Pitches will be made in alphabetical order.
- Each pitch is 3 minutes, followed by questions and comments from the judges. You will NOT have the opportunity to respond at this time, but can take notes.

- After everyone has pitched, the judges will select three of the semi-finalists back to the stage for the Finalist round. At this time, the contestants will have three minutes to respond to the judges' initial comments and questions.
- The judges will then deliberate on the 1st, 2nd and 3rd place winners.
- The audience will also vote via text message and the winner will receive a minimum of \$500. It is possible for the winner of the Audience Favorite award to also receive a 1st, 2nd or 3rd place prize.

Additional Dates

All semi-finalists are required to attend two one-on-one "office hours" session with Propeller staff to receive feedback on their pitch. Time slots are available from March 8th to March 16th. A Doodle Calendar will be sent out in the next few days to sign up for a time slot.

Pitch Details

- Pitches are no more than three minutes. A timer will cut you off if you go over.
- You are required to use Powerpoint slides. You can have up to four slides. One slide must be on your financial model (i.e. how do you generate revenue and/or plans for sustainability).
- Propeller will make your venture's title slide, including: your venture name, your name and the name of key team members, and if you wish, your contact information.
- One or more people from your team are permitted to be present on stage. If you have more than one team member presenting, please plan for one microphone.
- Props and/or products directly associated with your proposal are permitted on a case-by-case basis, so please check with Ginny Hanusik for confirmed approval. You do not need a prop, and the majority of winning pitches in the past have not included props.
- Up to three guests directly associated with your proposal (e.g. beneficiaries and clients) are permitted. Although we do not recommend this, guests are permitted to have a small speaking role, but the majority of the presentation must be given by one of the core members of the venture. Due to potential space and safety concerns, all guest requests will be reviewed on a case-by-case basis. Please check with Ginny Hanusik for confirmed approval. You do not need guests, and winning pitches in the past typically have not included guests.

Pitch Content Requirements

The following four items must be included in your 3-minute pitch:

- **PROBLEM/OPPORTUNITY:** Clearly explain the problem or opportunity you are addressing. 1-2 strong statistics help drive the point home.
- **SOLUTION:** Clearly explain your product or service and specifically how it will address the problem or opportunity.
- **FINANCIAL VIABILITY:** What are your biggest costs? Convince us that you have a business model that is sustainable. Convince us that there are people/entities who will pay for your product or service by referencing your market research.

- **IMPLEMENTATION:** Convince us you have what it takes to execute and meet your targets. Who are you, what's your background/experience, what have you already achieved, and what are your important implementation milestones, etc?

Slide Suggestions

Here are some pointers on presentation aesthetic.

- Minimum content per slide.
- Include pictures and/or graphics where applicable.
- Make sure font type and size are easy to read.
- Consider presenting financial information in an easy-to-understand format, such as a table or chart.
- Fewer slides can be just as, or more effective for short presentations.
- Tips on how to structure your pitch & dos and don'ts: <https://www.americanexpress.com/us/small-business/openforum/articles/how-to-create-an-enchanted-pitch/> (Guy Kawasaki is a venture capitalist and well-respected thought-leader in the entrepreneurial community.) We encourage you to consider his advice in drafting your pitches. We recommend you address his points in your pitch, however you are limited to only three slides, one of which must be your business model. Also, please note that as social entrepreneurs, you will be giving more weight to your social impact when explaining your Problem & Solution.

Judges' selection process

1. Each pitch is followed by three minutes of feedback and Q&A from the judges. (At this time, semi-finalists will stay on stage but will not respond to feedback.)
2. After all pitches are complete, the judges will select three semi-finalists back to the stage for the opportunity to respond to previous comments and questions (3 minutes each).
3. The three judges will decide on the winners for Water Challenge 2017 with respective prizes of \$10,000, \$2,500 non-profit prize, and \$2,500 pre-revenue prize.

Audience favorite selection process

1. While the judges are deciding on the first place winner, the audience will cast their vote.
2. The audience favorite award will be announced before the judges announce their 1st place winner.
3. The winner of the audience favorite will be awarded a minimum of \$500. He/she will receive the sum of audience donations. If less than \$500, Propeller will make up the difference.

Judges will select the winner based on the following criteria:

1. Potential for environmental impact and ability to measure impact.
2. Financial viability: likelihood of becoming sustainable and/or scalable. Judges will consider the costs and resources required vs. the viability of potential sources of revenue and market size.
3. Ability to implement: Judges will consider your knowledge of the problem/solution, knowledge of your users/beneficiaries (i.e. market research), your credentials and experience, and your proposed timeline and milestones.