

PitchNOLA 2012: Community Solutions

Hosted by Propeller: A Force for Social Innovation, Tulane A.B. Freeman School of Business,
and Tulane University Social Innovation Initiatives

Application Deadline: October 15, 2012 at 11:59pm; online application can be accessed at www.GoPropeller.org/pitchnola2012

Competition Date: Wednesday, November 14, 2012; 6:30-8:30pm; Tulane University Woldenberg Art Center, Freeman Auditorium

The Challenge: New Orleans still faces major challenges in food access, housing, education, public health, environment, crime, and workforce development.

The Pitch: Pitch your idea for a sustainable solution that solves a pressing social or environmental challenge to an audience of 200+ and a panel of judges.

The Prize: \$5,000+ in cash prizes, pro bono services, and exposure!

About PitchNOLA 2012: Community Solutions

PitchNOLA 2012: Community Solutions is a social innovation "elevator pitch" competition open to individuals and teams with an idea for a financially and organizationally sustainable venture or project that solves a pressing social or environmental challenge.

Participants do not need to submit a completed business plan. Entrants need only submit a short online application. Ten semi-finalists will be selected to pitch their ideas live during PitchNOLA 2012 to 200+ voting audience and panel of judges during on Wednesday November 14, 2012 at 6:30pm.

The event is OPEN TO ALL community members in the Greater New Orleans area. In 2011, PitchNOLA featured \$5,000 in cash prizes, pro bono services, and an audience of over 200+ community members.

Entry Requirements

Eligibility

- The contest is open to anyone, including for-profit companies, nonprofits, and individuals or teams with or without an incorporated business.
- Organization's revenue (sales, grant funding, capital, earned revenue, etc.) shall not have exceeded \$50,000 in 2011
- Pitched idea should be a stand-alone effort and operate independently of existing organizations (including, but not limited to, governance, management, staff, and infrastructure).
- The contest is designed for projects that are in their infancy. To confirm eligibility, please contact jstewart@gopropeller.org.

Application Instructions

Please submit an online written application by **October 15, 11:59pm CST** at www.gopropeller.org/pitchnola2012. Although PitchNOLA 2012 is not a business plan contest, entrants will need to put concrete planning and research into submissions.

Application: We recommend that you draft your responses to the questions offline before submitting online. (*Note: If you surpass the word limit for each section, your application may be cut off at the word limit.*)

1. (50 words) **Summary of the Idea: Clearly identify the social and/or environmental challenge and describe the proposed solution.**
Applicants who make it to the final round will have this summary included in the competition press release and posted on www.GoPropeller.org and www.tulane.edu.
2. (200 words) **Problem Statement:** Clearly identify and describe the social or environmental challenge your solution will address. Statistics on the scale and seriousness of the problem, if available, are highly encouraged. We will give preference to specific rather than general or vague problem statements.
3. (300 words) **Product or Service Description:** Describe the specific product or service your organization will provide. Describe how your programs, products, or services will potentially be more effective or efficient at addressing a social or environmental problem than what currently exists. Describe what will be different about the community because of your solution. If there are similar programs, you can mention how you differentiate yourself from other programs.
4. (200 words) **Market Demand:** Provide a rough calculation of the market size (i.e. 5,000 New Orleans households living below the poverty line) for your product or service and describe the target audience or your potential customers. If you have paying customers, describe why you are confident that customers will want to pay for your product or service. [*Note: social ventures often have two target markets—those who can pay and those who cannot pay. For example,*

your target market could be low-income children who do not have the wherewithal to pay for services. If you plan to fund your services through another source of revenue (i.e. customers who can pay, government, etc.), please state this.]

5. (200 words) **Financial Sustainability:** Tell us how much it will cost to implement your solution and give us a breakdown of what the costs will be in its first year. Tell us how your solution will be paid for in the first year and by whom.
6. (200 words) **Viability:** Convince us that you and your teammates have what it takes to make your social venture a reality. You may include information on your credentials, your commitment, or any pilot successes or milestones that have been achieved up to this point.

Judging Criteria

Throughout all rounds of the competition, judges will assess ideas according to these criteria:

- 1) **Potential Social or Environmental Impact:**
 - A clear, specific, and compelling problem statement
 - The potential measurable scale and influence of the pitched idea on the identified social or environmental challenge
 - Potential for tangible and measurable impact to the beneficiary population
 - Level of innovation of concept and model that differentiates the idea from what currently exists
- 2) **Financial Sustainability:**
 - Proposed ventures should have a clear plan for long-term revenue generation and financial sustainability
- 3) **Viability**
 - The potential for the idea to be implemented
 - The potential for the idea to have a concrete impact

About the 2012 Judges

Bill Bohnett

Mr. Bohnett is President of Whitecap Investments LLC, an investment firm, and an early investor and member of the Board of Directors of GeoCities, an Internet community company that subsequently merged with Yahoo!. He has been a board member of many acclaimed institutions, such as the National Board of the Smithsonian Institution, the Council on Competitiveness, The Synergos Institute, and City Harvest. Mr. Bohnett was a partner in the New York office of Fulbright & Jaworski L.L.P. Mr. Bohnett is a 1970 graduate of Princeton University and its Woodrow Wilson School of Public and International Affairs and received his J.D. from the University of Pennsylvania Law School in 1974. He is married, has three grown children and has

homes in Princeton Junction, New Jersey and Jupiter Island, Florida.

Judy Reese Morse

Judy Reese Morse serves as Deputy Mayor and Chief of Staff of the City of New Orleans. In this capacity, she oversees the Mayor's Office and is responsible for overseeing policy development and strategic planning for economic development, education, social innovation, international affairs, coastal and environmental affairs, and cultural economy. Ms. Morse most recently served as Co-Chair of Transition New Orleans and as the Chief of Staff in the Office of Lieutenant Governor Mitch Landrieu. Prior to joining the Lieutenant Governor's Office, she worked at National Public Radio in Washington, DC. There, she served as director of corporate communications, focusing primarily on attracting new audiences as public radio listeners. Ms. Morse was selected as a Presidential Management Fellow serving at the U.S. Department of Health and Human Services and the Resolution Trust Corporation. Morse has an undergraduate degree in Communications from Loyola University in New Orleans and a Master of Public Administration from American University in Washington, DC.

The Process

The competition will take place in two rounds:

Round I: The first round of the competition will be based on a written proposal, which must be submitted via online application by October 15, 2012 at www.GoPropeller.org/pitchnola2012. Proposals will be scored by a committee of business leaders, academic faculty, and community members with experience and expertise in community revitalization and social/environmental impact organizations. A maximum of 10 semi-finalists will be selected and notified by Oct. 27, 2012. Semi-finalists are required to attend the Pitch Workshop (see below).

Pitch Workshop (required for semi-finalists): Selected semi-finalists are required to attend "pitch" workshop to receive feedback on the planned pitch and Powerpoint slides. The pitch workshop will take place on November 5, 2012 from 5:30pm-8:30pm at Tulane University, Freeman Auditorium. Slides accompanying the pitch must be submitted to Julia Stewart at jstewart@GoPropeller.org by November 3, 2012. We will provide guidance prior to the workshop on how to develop your slides and pitches. If you or someone from your team cannot attend this workshop, you will not be able to participate in the live pitch event on Nov 14th.

Round II: PitchNOLA 2012: Community Solutions! The second round of the competition will take place at PitchNOLA 2012. Semi-finalists will have three minutes to

pitch their ideas to a panel of “celebrity judges” and 200-300 audience members. Following the presentations, the panel of three judges will ask finalists questions. Judges will select the First Place winner in front of the live audience and audience members will select an “Audience Favorite.”

Awards

The “First Place Winner” will receive a \$5,000 cash prize, pro bono technical assistance, and consulting through Propeller. The “Audience Favorite,” sponsored by Baker Donelson Law Firm, will win a \$500 cash prize and \$500 in legal services.

Note: Winners are expected to use the award money and consulting hours in order to advance their winning ideas. Semi-finalists are also encouraged to develop their ideas further and apply for the Propeller 2013 Social Venture Accelerator, if eligible.

Audience Participation

Audience members will play a key role in this competition as part of PitchNOLA’s goal to better connect social entrepreneurs with networks and resources. Using provided feedback cards, audience members will offer constructive criticism, ideas on funding, potential contacts, and other helpful resources.

Interested in joining our audience? Visit www.GoPropeller.org/pitchnola2012 to register. The competition will be held on Wednesday, November 14, 2012 from 6:30pm-8:30pm, Freeman Auditorium. (Note: PitchNOLA 2012: Lots of Progress will be held on Thursday, November 15, 2012 from 6:30pm-8:30pm, Propeller Incubator, 4035 Washington Avenue).

More Information

Contact Julia Stewart with questions, and/or comments at jstewart@GoPropeller.org.

Key Dates

- October 15, 2012, 11:59pm CST: Deadline for online applications
- October 27, 2012: 10 PitchNOLA semi-finalists announced
- November 3, 2012: Powerpoint slides due to Propeller at jstewart@GoPropeller.org
- November 5, 2012: Pitch workshop for 10 semi-finalists at Tulane University, Woldenberg Art Center, Freeman Auditorium
- November 14, 2012, 6:30pm-8:30pm: PitchNOLA 2012: Community Solutions final competition event before live audience of 200-300 community members

Hosted By

PitchNOLA2012: COMMUNITY SOLUTIONS



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