

PitchNOLA Application

Program Class: PitchNOLA: Living Well 2017

Early Feedback Deadline: 04/10/2017 11:59:00 PM

Final Deadline: 04/25/2017 11:59:00 PM

PitchNOLA 2017: Living Well will award \$10,000 in total start-up funding for solutions that will make health accessible and affordable for all New Orleanians. When faced with the numbers, Louisiana is among the worst in the nation when it comes to obesity, infant mortality, HIV and the number of uninsured. Let's change this.

Pitch your solution in front of a panel of judges and 200+ audience members on May 24, 2017.

Each submission will be judged by the following criteria:

At Propeller, we are committed to supporting groups who are currently or have historically been socially and economically disadvantaged and excluded. Thus, we examine the following through an equity lens:

- Potential for social impact: The solution must seek to reduce or eliminate health and wellness disparities within New Orleans communities. Scalable solutions are preferred.
- Financial sustainability: Solutions should demonstrate a viable and sustainable revenue stream, if revenue required for implementation.
- Viability: You and your team have what it takes to make your idea a reality given your experience, track record and expertise.
- Educational, professional or life experience: Proven track record starting, leading, or operating an initiative program, or past venture; Demonstrated experience in health or food sectors; and/or Ability to connect to, engage with, and serve underserved communities.

Questions? Contact Propeller Programs Associate, Emily Eckland, eeckland@gopropeller.org

First Name *

Primary Applicant

Last Name *

Primary Applicant

E-mail *

(ex: myname@example.com)

Phone Number *

Phone number

Your Resume *

 No file chosen

How many members will be on your team (including yourself)? *

 ▼

Name of idea/venture

Please describe your mission or idea in one sentence.

Which sector best describes your venture? *

 ▼

We encourage ideas that tackle inefficiencies, opportunities, and bottlenecks in Food Equity and Healthcare. Please select the relevant category(ies) for your idea:

- Nutritious, Affordable and Easy-to-Access Food:** fresh food retail, alternative food distribution models, nutrition education/food literacy, nutrition incentives
- Local Food Economy:** locally grown or processed foods, aggregation and distribution of local foods, food recovery
- Health Infrastructure:** maintenance and support of healthcare systems and infrastructure in New Orleans, improving access to direct and ancillary services
- Healthcare Technology:** products that incorporate e-health/telemedicine/innovative technologies into public health or healthcare settings
- Social Determinants of Health:** efforts that aim to reduce health inequities and improve the well-being of New Orleans communities (places and spaces where people live, work, learn, and play)

1. What specific problem in New Orleans are you trying to solve? How does this problem disproportionately affect at risk or underserved New Orleanians? Describe the scope of the problem with relevant statistics. (300 words)

2. What specifically will be your products or services to solve the identified problem? (400 words)

3. What difference will you make in people's lives within the next 12 months? How will you measure this? (300 words)

4. For your product/service, please identify: 1) potential paid users and/or 2) beneficiaries. Please describe who they are. What will be the primary demographic served (best guess) based on the following characteristics – Race/Ethnicity, Gender, Age, Income? (For the customer research, please provide the demographic information on the respondents or those interviewed) (600 words)

5. What have you learned regarding organizations providing similar products/services in your field? (300 words)

6. What expertise, capacity, experience, connections, or resources do you (and your team) have that will contribute to your success in implementing your solution? What are your plans to engage/market to your target market and what current relationships or experience do you have that would support the strategy(ies)? (400 words)

7. What are the 3 biggest challenges your organization will face in the next 12 months? What do you need to successfully overcome these challenges? (400 words)

8. Describe what you hope to achieve one year after the competition. How long will it take you to implement your project overall? (300 words)

9. Financials: Please indicate your current thinking around the financial cost of running your business and sources of revenue. (600 words)

(Optional) Supporting Documents (budget, projections, testimonials, marketing material, etc). You can add up to 5 documents.

Choose File No file chosen

[Add an additional supporting document](#)

How did you hear about PitchNOLA? *

- Propeller Newsletter
- Social Media
- Referred by Propeller
- Local news
- Friend/Family
- Other

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