Water Challenge 2022

*Pitch your idea for improving our urban water, coastal environment, or local water economy. Over $15,000 in total cash prizes.*

**OVERVIEW**
Applications to The Propeller Water Challenge 2022 by Propeller and Thrive New Orleans, presented by the Greater New Orleans Foundation are now open to entrepreneurs with viable strategies to solve problems in urban water management, coastal environments, or the local water economy. Participants will receive pitch coaching, a financial coach, and design support in preparation for the live showcase on June 1, 2022 to compete for $15,000 in cash prizes.

**APPLICATION & ELIGIBILITY**
*Applications Due: 3/13/22 (11:59pm CST). Apply online at gopropeller.org/PitchNOLA.*

The Propeller Water Challenge 2022 will consist of 4-6 Startup ventures (under $75,000 in annual revenue). Finalists will work with Propeller staff to prepare for the event showcasing their proposals for solutions addressing issues in green infrastructure, urban water, coastal environment, or local water economy. Additionally, participants will receive support with storytelling development, videography assistance, graphic design, and financial projections.

The winner of this competition will be determined by a judges’ panel, with the grand prize of $10,000. All semi-finalists will win $1000, which can be accepted as a check or converted to in-kind services from consultants in the Propeller network and at the Propeller rate ($50 per hour).

**DATES & DEADLINES**
- Thursday, January 27th, 2022: Applications Open
- Thursday, February 10th, 2022 (5:30 pm - 6:30 pm): Virtual Q&A
- Thursday, March 3rd, 2022 (12:00 pm - 1:00 pm): Virtual Q&A
- Friday, March 11th, 2022 (12:00pm - 1:00pm): Virtual Q&A
- Sunday, March 13th, 2022 (11:59pm CST): Application Deadline
- Thursday, March 24th, 2022: Orientation
- Wednesday, June 1st, 2022: The Propeller Water Challenge
JUDGING CRITERIA
The Propeller Water Challenge 2022 winners will be selected by a panel of judges, using the following criteria:

- **Potential for Social and Environmental Impact:** The solution must improve the coastal environment, urban water management, or local water economy.

- **Financial Viability:** Solutions should demonstrate a viable and sustainable revenue stream if revenue is required for implementation.

- **Entrepreneurial Leadership:** Strong leadership is important to the success of any organization. Show us that you have a vision and that you are a motivator and problem solver.

- **Commitment to Racial Equity:** Winning business models will demonstrate how the organization advocates for the rights and well-being of BIPOC communities in its mission, goals, and processes.

- **Alignment with City and State Plans for Water Management:** Sustainable proposals will align with local governments’ current strategies to improve water management and reduce coastal erosion.

- **Viability:** Convince us that you and your team have what it takes to make your idea a reality given your experience, track record, and expertise.

CONTACT
Questions? Please contact Program Manager, Sophia Scarano at sscarano@gopropeller.org.