

PitchNOLA 2016: Education

\$10,000 in total prizes for solutions to bring quality education to all New Orleanians

Overview

New Orleans has undergone significant education reforms since Hurricane Katrina, and while many academic gains have been made, we still have work to do to make sure those gains are accessible to all New Orleanians, especially the most vulnerable. We believe that—by working hand-in-hand with educators, parents, students, policymakers, and community members—entrepreneurs can be a driving force in improving access to quality education for underserved populations.

Our city and our youth need your creative solutions to address educational challenges in New Orleans, from early childcare to post-secondary education and additional alternatives to four-year degrees. We're looking for new ideas to take on issues in providing quality early childcare, preventing chronic absenteeism, improving access to transportation, strengthening workforce development for Opportunity Youth, and creating solutions for students with exceptional learning needs.

PitchNOLA: Education, in partnership with 4.0 Schools and sponsored by the Walton Family Foundation, will award \$10,000 in total start-up funding for solutions that will contribute to our city's educational vibrancy. Pitch your solution in front of a panel of judges and 200+ audience members on November 3rd, 2016.

PitchNOLA and its winners have received notable attention from publications including *the Washington Post*, *The Guardian*, *the Times Picayune*, *The Advocate*, *New Orleans City Business*, *WWNO*, and *WWLTV*.

Submit Your Idea

Early Feedback Deadline: September 12, 2016 (11:59 CST)

Submit your online application by this date and receive feedback to strengthen your final application.

Final Deadline: September 27, 2016 (11:59pm CST)

The online application can be accessed at www.GoPropeller.org/pitchnola.

Partners *4.0 Schools*

Sponsors *Presented by the Walton Family Foundation
with support from the Patrick F. Taylor Foundation and the Kabacoff Family Foundation*

Challenges

For the 2nd year of PitchNOLA: Education, we're looking for concrete solutions to measurably improve educational outcomes for underserved New Orleanians. We're also looking for ideas with sustainable revenue streams, from maximizing funding streams for early childhood education to selling a product or service. So, give us your best pitch—if you have an idea to support educational equity in New Orleans, we want to hear it!

While PitchNOLA is open to all viable solutions to improve education outcomes for underserved New Orleanians, we strongly encourage applicants focusing their work in the following areas:

Early Childhood

- Increase in the number and/or quality of early childcare seats and facilities

K-12

- Increase in reliable, safe transportation for schools serving a majority LMI students
- Decrease in chronic absenteeism and suspension/dropout rates
- Increase in wraparound services and positive outcomes for students who are court-involved, English language learners, over grade level age by two years; or students who have exceptional learning needs such as disabilities and mental health needs
- Expanded pathways in high school for post-secondary success in high demand, high wage careers

Opportunity Youth*

- Workforce development
- Expanded pathways to vocational education and alternatives to four-year college degrees; digital literacy focused certificate degree

**Defined as 16-24 year olds neither employed nor enrolled in school*

Awards*

1st place: \$5,000 and feature on WWLTV

2nd place: \$3,000

3rd place: \$2,000

Audience Favorite: \$500 (minimum)

**Note: In the case of a tie, judges may alternatively distribute award amounts.*

Eligibility

We're looking for individuals and teams with financially sustainable ideas. You could be a teacher, administrator, social worker, coach, student, mother, father, community member, etc. You could be applying as a small nonprofit, a small business, a school, a neighborhood association, etc.

- **If under \$50,000 in 2015 revenues:** the competition is open to individuals and teams with proposed nonprofit and for-profit ideas in the idea or implementation phase.
- **If over \$50,000 in 2015 revenues:** for existing for-profit companies and nonprofit with over \$50,000 in 2015 revenues or funding, the proposed idea must be a new idea that is not currently implemented.

Judging Criteria

1. **Potential for social impact:** The solution must seek to reduce or eliminate educational disparities for at-risk or underserved New Orleanians. Scalable solutions are preferred.
2. **Financial sustainability:** Solutions should demonstrate a viable and sustainable revenue stream, if revenue is required for implementation.
3. **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.

Dates & Deadlines

Wednesday, August 24, 2016 (5:30pm-6:30pm) - Q&A#1 @ Propeller, 4035 Washington Ave.

Tuesday, August 30, 2016 (12:00pm-1:00pm) - Q&A#2 @ Propeller, 4035 Washington Ave.

Tuesday, August 30, 2016 (5:30pm-7:30pm) - Informational Happy Hour @ Capdeville, 520 Capdeville St.

Thursday, September 8, 2016 (4:30pm-5:30pm) - Q&A#3 @ Propeller, 4035 Washington Ave.

Monday, September 12, 2016 (11:59pm CST) — Early Feedback Deadline

Tuesday, September 27, 2016 (11:59pm CST) — Final Application Deadline

Wednesday, October 12, 2016 (6:00pm-8:00pm) — Pitch Practice Workshop (required for Semi-Finalists)

Thursday, November 3, 2016 (6:00pm-8:00pm) — PitchNOLA: Education!

A Few Statistics

Early Childhood

- 39% of children in Orleans Parish live in poverty, putting them at higher risk for grade repetition, learning disability, violent crime, lead poisoning, and emotional problems in school.
- 26% of Orleans Parish children scored “Intensive Intervention” in a Kindergarten entry test of pre-literacy skills.

K-12

- Louisiana ranks 19th in the US in per-pupil expenditures when adjusted for regional differences.
- Over 25% of New Orleans students are classified as chronically absent, or absent from 10% or more of school days.

Opportunity Youth

- 18.2% or 26,000 of 16-24 year olds in the New Orleans metropolitan area are qualified as Opportunity Youth, young adults between the ages of 16-24 neither employed nor enrolled in school. The national average is 13.8%.
- More than half of working-age black men in New Orleans are unemployed.
- In New Orleans, a person of color aged 15-24 is four times more likely to die than a white person of the same age.

Contact

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