University of Akron

#BeTheChange $10,000 Pitch Competition

For Social Entrepreneurship

1. Please list the name, email addresses, student ID number and phone numbers of all the members on your team. At least half of the members must be University of Akron students.

2. Describe what your idea is and how it benefits the community. What is the problem that exists and what is your solution?

3. How many people will be helped? Who will be helped? How will you measure success?

4. What other organizations or individuals are working on the same or similar problem? How is what you are proposing to do different from existing initiatives?

5. Do you have any traction or proof that your idea will work? If so, please describe.

6. Do you or your team have the relevant skills to execute this venture? If so, please describe. Preference is given to teams working with an existing community partner, or UA faculty member as doing so may make successful execution more likely.

7. You must talk to ten people to get feedback. What was the feedback that you received? How did you improve your product or service based on the feedback?

8. Describe your market (i.e., who you are selling to and/or serving) in more detail, as well as your marketing strategies (i.e., how will you get people to know about your product or service)?
9. You are required to meet with a community business mentor to provide feedback on your idea. Please write the name of the business mentor from the community that provided such feedback.

10. Describe your revenue model (i.e., how your business/nonprofit makes money or raises funds). Preference will be given to those ideas that can show they have a plan for sustainability and are not relying solely on donations.

11. How do you plan to use the $10,000 prize?

12. Will you need additional funding in order to execute your idea, beyond the $10,000? If you are not a grand prize winner, can you still execute part of your idea for less than $10,000? If so, how?

13. Do you have any websites or social media pages for this venture? If so, please list.

14. Do you have a prototype or demo of your product? If so, please provide video/link to website/etc.