Check-In Event
February 12, 2018
Agenda

- Open discussion of progress, challenges & questions
- Reminder of project milestones
- Dates & deadlines
- Team breakout sessions (until 7pm)
- Appendices (Review before February 26th)
- Deliverables
- Awards
Progress, Challenges & Questions

Tell us what you’ve done.

What challenges have you encountered?

What questions do you have?
Milestones in the Process

Understand the problem

- Explore the user/customer/beneficiary perspective to define the problem

Imagine solutions

- Ideation, idea screening and initial social impact modelling to develop a rationale for how the solution will solve the problem

Iterate

- Use evidence from prototyping, user/customer/beneficiary interviewing and experimentation to guide iteration and validate the feasibility & impact of your solution
Supplemental Support

- Horn Venture Support Programming, Vince DiFelice
Important Dates & Deadlines

- **February 26, 2018**: Practice presentations (elevator pitch and DRAFT poster slide DUE)
- **March 18, 2018**: Written reports & final poster slide DUE
- **April 2, 2018, 5:00-9:00pm**: Poster presentations & awards dinner, Health Science Campus - STAR Atrium
- **April 24, 2016, 5:00-9:00pm**: Hen Hatch & Innovation Showcase, Queen Theater, Wilmington
Questions?
Team Breakouts

- **Suggestions for team members**: provide a high level overview of your project - what are you doing, why does it matter and what have you done so far. Ask mentors for general or specific guidance.

- **Suggestions for mentors**: drill into project details to provide expert guidance on the:
  - Problem - definition, importance
  - Solution - what it is and how it works, positioning versus current offerings, potential societal/environmental impact
  - Evidence - what has been done and what needs to be done to confirm feasibility and impact
  - Next steps - what should be completed by March 11; what will need to be done thereafter
Preparing Elevator Pitch

Prep Initial Pitch for February 26th

What it is:
- 90 seconds or less to tell your story and gain buy in.

Suggested outline:
- Capture attention by humanizing the problem/challenge and highlighting its importance (“More than [# affected] experience [describe the problem and include a statement of personal or local relevance]”)
- Describe the major limitation(s) associated with current solutions (“Previous efforts like [1-3 existing offerings] have failed to [unsolved problems]”)
- Outline your solution and its impact (“We’ve developed [Name of your solution] to [your vision for impact]. [Name of your solution] works by...”)
- Highlight key evidence (“We’ve [tested/validated/assessed] the [feasibility/impact] of our solution by [high level explanation of how you gathered evidence and what the evidence demonstrates]).
- Explain your passion, next steps and make an ask (“We’re committed to [reiterate your vision of impact]. Our next steps include [2-3 high level activities]. We’re currently seeking [advice/introductions/resources]. Does that sound like something you might be able to help us with?”)
Project Poster

Purpose
- Tell a compelling story
- Sell the problem and the feasibility and impact of your solution

Recommendations
- Use descriptive headings to highlight key points
- Includes figures, tables & images to make the poster interesting
  - Show a picture of who is impacted by the problem and how
  - If possible, show what the solution looks like or diagram how it works

Specific guidelines
- 2’ x 3’ PowerPoint slide
- Free to choose orientation, use of color, etc.
- Needs to be suitable for displaying on an easel
- Send FINAL version to stevensk@udel.edu
- Other props may be used/included in your presentation
[The Problem]
• What is it?
• Who’s affected?
• Why is it important?

[Your Solution]
• What is it?
• How does it work?
• How/why it’s better than current offerings?
• Societal impact?

[Evidence]
• What testing have you done to validate feasibility & impact?

[Next Steps]
• What are you planning to do?
Deliverables - DUE March 18th

- 3-5 page project summary
- Expenditure report (1-page plus receipts)
- Project poster (Using PowerPoint) & elevator pitch

- Award cards should be returned to Kelly by April 2nd
Project Summary

Your summary should include the following:

- Describe the challenge/problem you’re solving and who has the problem (user/customer/beneficiary/organization)
- Describe current solutions and their limitations
- Describe your solution
  - What is it?
  - How will it make a positive, sustainable impact?
  - What impact will it make (value proposition)?
- Describe what you’ve done to validate the solution’s feasibility and impact (interviewing, surveying, prototyping, experimentation, etc).
- Indicate your intention to continue, pivot or perish at the conclusion of First Step.
Expenditure Report*

- A listing of what you’ve spent grant funds to purchase.
- Please describe “what” was purchased, “why” it was needed and “how much” was spent on each line item.
- A table/spreadsheet format is suggested

<table>
<thead>
<tr>
<th>What?</th>
<th>Why needed?</th>
<th>How much?</th>
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*Please be sure to attach receipts.*
Awards

Awards determined by judges’ assessments of project feasibility and impact:

- 1st place: $5000 ($1500 cash, $3500 to continue project)
- 2nd place: $2500 ($1000 cash, $1500 to continue project)
- 3rd place: $1000 ($500 cash, $500 to continue project)

Award for most innovative & ingenious solution:

- Innovation prize: $1500 (all cash)
Important Contacts:
If you have questions, concerns or would like more information regarding follow-on opportunities, feel free to contact:

- Kelly Stevenson, Program Coordinator (stevensk@udel.edu)
- Kathleen Matt, Dean College of Health Sciences (ksmatt@udel.edu)
- Vincent DiFelice, Venture Support Programs (vincentd@udel.edu)