



THE IMPACT PRIZE

Syracuse University
Libraries

Blackstone LaunchPad

Syracuse University

THANK YOU



Dr. Gisela M. von Dran
Impact Prize Donor

MEET THE TEAM



Linda Hartsock
Executive Director



Braden Croy
Program Manager



Kennedy Patlan
Fall Engagement Scholar



Justina Hnatowicz
Global Media Fellow

OUR MISSION:

Support student entrepreneurs who are engaged in solving some of the world's most pressing problems through innovation and human-centered design

THE IMPACT PRIZE

- Products, services, or technologies
- Practical, innovative, sustainable
- Addresses a human need
- Interdisciplinary, open to all academic programs
- Graduate and undergraduate students
- Grounded in principles of social entrepreneurship
- Non-profit or for profit ventures eligible
- Idea can be implemented with seed funding

THE IMPACT GENERATOR WORKSHOPS:

The Impact Generator Workshops are a series of interactive sessions that are intended to inspire students to think about challenges facing society. We want students to understand emerging issues and trends so that they are prepared to brainstorm possible solutions. All university students are invited to attend, not just those interested in competing for the Impact Prize. All sessions will be held on Thursdays and Fridays from 3-4 PM.

- **Energy, Environment, and Sustainable Solutions: 9/28**
- **Arts, Culture, and Education: 9/29**
- **Community Revitalization, Poverty, and Empowerment: 10/5**
- **Healthcare, Nutrition and Human Services: 10/6**

KEY DATES:

- **September 22- October 27, 2017:** Applications Open
- **Week of October 30, 2017:** Internal Judging Process
- **November 7, 2017:** Announcement of Top 12 Teams
- **November 10-11, 2017:** Pitch Workshops with coaches from the Blackstone LaunchPad
- **November 14, 2017:** Impact Prize Pitch Competition @ GEW

JUDGING CRITERIA AND AWARD:

Judges will award \$5000 to the most promising solution(s) that can be implemented by the teams proposing the ideas.

The awarding will be based on:

- **Idea:** potential social impact
- **Business model:** feasibility of idea
- **Entrepreneurship:** innovative approach
- **Team expertise:** ability to implement
- **Commitment:** passion to execute
- **Quality of the pitch:** well-researched and presented

THE PITCH COMPETITION

What will you need?

TITLE SLIDE

- NAME OF VENTURE
- TAG LINE
- LOGO
- URL
- GRAPHIC IMAGE

A SAMPLE FIVE SLIDE TEMPLATE TO GUIDE YOU BY THE
BLACKSTONE LAUNCHPAD SYRACUSE UNIVERSITY



PROBLEM STATEMENT

- WHAT IS THE PROBLEM YOU WILL SOLVE?
- WHO CARES?
- WHY IS IT IMPORTANT?

1



YOUR SOLUTION

- WHAT IS YOUR PRODUCT, SERVICE OR TECHNOLOGY?
- WHAT DOES IT DO?
- WHAT IS YOUR COMPETITIVE ADVANTAGE?

2



THE OPPORTUNITY

- QUICK SYNOPSIS OF THE OVERALL MARKET.
- WHAT IS YOUR SPECIFIC NICHE OR TARGET?
- BE PRECISE AND CITE SOURCES.

3



YOUR PATH TO MARKET

- WHAT IS YOUR UNIQUE VALUE PROPOSITION?
- HOW WILL YOU SELL IT TO CUSTOMERS?
- WHAT ARE YOUR SALES CHANNELS?

4



YOUR ROADMAP

- WHAT IS YOUR FINANCIAL MODEL? HOW WILL YOU MAKE MONEY?
- WHAT ARE NEXT STEPS?
- IF YOU WIN, HOW WOULD YOU INVEST THE PRIZE?
- WHY INVEST IN YOU?

5



QUESTIONS?

