

# ODU Enactus & Strome Entrepreneurial Center

present



## Power Up Your Non-Profit

*Social Entrepreneurship Symposium and Non-Profit Pitch Competition*

Friday, Sept. 18, 2015 ... 3 p.m. - 6:30 p.m.

ODU Strome Entrepreneurial Center

Round table discussions of key social entrepreneurship topics and  
Non-Profit Pitch Competition finalist presentations

**Free Admission** - Register on-line at [enactusodu.eventbrite.com](http://enactusodu.eventbrite.com)

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## Non-Profit Pitch Competition Details

Submission deadline: September 11, 2015

Finals: September 18, 2015

Choose one of the social problems impacting the Hampton Roads area (provided in this flyer) and propose a non-profit solution to address that problem. Your proposal should include the following:

### A. Introduction

Provide your name and contact information. If submitting as a team, provide information for all team members. Briefly describe **your interpretation** of the social problem and your personal passion for or connection with this social problem. Total length should be no more than 750 words.

### B. Pitch

The pitch is simply a summary of your solution to the identified social problem – the specific service or intervention and how it addresses the pain points in the market.

1. **Service or intervention** – Briefly describe the service or intervention
2. **Unique value proposition** – Why will you exist? What is the heart of your social enterprise?
3. **Target population** – What population will you serve?
4. **Differentiation** – How is the service or intervention you are proposing different from existing options? How will be distinctive? What gap are you filling?
5. **Funding** – What are your revenue needs? What are your anticipated revenue sources?
6. **Success markers** – What do you hope to accomplish in the first year?

### Social problems in need of a solution

1. Generational homelessness
2. The “hunger gap” – when individuals/families are not “poor enough” to qualify for aid programs but frequently do not enough money to meet their basic needs
3. Sea level rise resilience – from the individual/family perspective

## Submitting your proposal

Submit your proposal via email to [cmerrima@odu.edu](mailto:cmerrima@odu.edu). Entries will be reviewed by a panel of judges (names will be removed from the proposal prior to forwarding to the judges). Finalists will be notified by September 15 and will be expected to present their proposal at the Social Entrepreneurship Symposium on September 18.

## Presentations

Timing is critical. There are 15 minutes allocated to each individual or team pitching; including 3 minutes for set up; 10 minutes for the presentation; and 2 minutes for questions from the judges.

## Prizes

All finalists will receive cash prizes: first place, \$300; second place, \$200; third place, \$100. Additionally, all finalists will receive consultation and assistance with moving their solution forward.

## Other guidelines

1. Submissions may be entered as individuals or teams.
2. Only the pitching individual or the pitching members of a team may present to the panel of judges or answer questions from the judges and/or audience.
3. You will be notified ahead of time if you are or not selected to present.
4. If you are **not** selected to present, you are still encouraged to attend the Social Entrepreneurship Symposium. You'll still have the opportunity to network with like-minded social entrepreneurs and hear from experts in skill areas critical to non-profit success.

## Connect with

Keith Curtis, CEO  
The Curtis Group  
*Fundraising*

Nancy Grden, Director  
Strome Entrepreneurial Center  
*Human Resources*

Matt Paddock  
GROW Interactive  
*Social Media*



David Kamer  
Kaufman and Canoles  
*Legal Considerations*

Lee Entsminger  
Entsminger Consulting  
*Strategic Planning*

Dr. Katrina Miller-Stevens  
SCB School of Public Service  
*Working With Advisory Boards*

## Experts

## Plug in YOUR solution

to critical social problems in Hampton Roads

Generational  
Homelessness

The Hunger  
G A P

Sea Level Rise  
Resilience

**NON-PROFIT PITCH COMPETITION - Entry deadline September 11, 2015**

Three finalists will be selected to present their pitches and receive a cash award plus consultation and assistance with moving their solution forward. Details online at [enactusodu.eventbrite.com](http://enactusodu.eventbrite.com) or email Connie Merriman at [cmerrima@odu.edu](mailto:cmerrima@odu.edu)