

## AGENDA – FRIDAY, FEBRUARY 19, 2016

### ACCELERATOR #1 – INSPIRATION

*Let data drive your idea as you refine it through goal-setting and team brainstorming.*

Facilitator: Lynn Yanyo, President, De Novo Ground Consulting

- Welcome and Introductions
- About the Accelerator Process
- Overall Goals for the Challenge
- Key Data Points (Zeydy Ortiz)
  - Discussion/Q&A
- Developing SMART Goals
- Working Time for Teams
- 7 Questions – Pressure test your idea
- Working Time for Teams
- Review process and Challenge schedule

Recommended “homework” – draft a three-sentence elevator pitch

Next Accelerator:

Friday, March 4th, 3:30 – 5:30 pm

United Way of the Greater Triangle offices

2400 Perimeter Park Drive, Suite 150

Morrisville, NC 27560

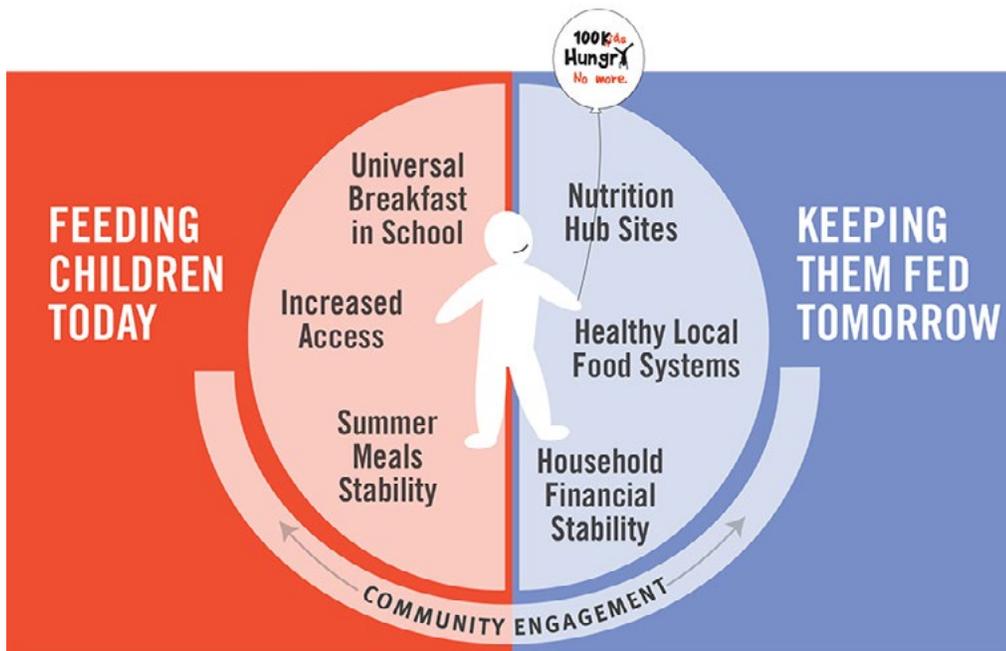


United Way  
of the Greater Triangle



# 2016 SOCIAL INNOVATION CHALLENGE

United Way of the Greater Triangle has a community-centered vision to end childhood hunger. It is driven by a collective impact approach with multiple systems and partners.



Our vision is to build a food secure community where families are consistently able to access and prepare healthy, affordable food, assuring children are no longer hungry tonight so they can succeed today and into the future.



## Setting S.M.A.R.T. GOALS

Traditionally, S.M.A.R.T. goals are defined as ones that are specific, measurable, achievable, results-focused and time-bound. However, to spur creative thinking, there are other variations that can give clarity (and inspiration) to your goal-setting.



### Here are some of the many variants:

S - Specific, or significant, stretching, stimulating, simple, self owned, strategic, sensible...

M. - Measurable, or meaningful, motivating, manageable, maintainable...

A. – Achievable, or attainable, action-oriented, appropriate, agreed, assignable, ambitious, accepted, audacious...

R. - Relevant, or rewarding, results-oriented, resourced, recorded, reviewable, robust...

T. – Time based or time-bound, time- lined, track-able...

Source: [http://www.hr.virginia.edu/uploads/documents/media/Writing\\_SMART\\_Goals.pdf](http://www.hr.virginia.edu/uploads/documents/media/Writing_SMART_Goals.pdf)



## Seven Questions to “Pressure Test” Your Idea

- How difficult will the solution be to implement?**  
1 = impossible, 5 = really easy  
 1    2    3    4    5
- How long will it take before the solution, once implemented, can be repeated/scaled?** 1 = more than 2 years, 5 = 6 months or less  
 1    2    3    4    5
- Are there examples elsewhere, where something like this has been done before?** 1 = nope, 5 = yes . . . and we can talk to or get information from those examples  
 1    2    3    4    5
- Will we need more money than \$50K to complete the project?**  
1 = yes, more than \$200K more, 5 = nope  
 1    2    3    4    5
- Do we have all of the people skills needed to achieve the goals?**  
1 = no and we don't know where to find them or they may be expensive to acquire, 5 = yes  
 1    2    3    4    5
- Do we have all of the partners on board to achieve the goals?**  
1 = no and we're not even sure who they are, 5 = yes  
 1    2    3    4    5
- What is our leverage on the \$50K we will get?**  
1 = we can provide 14K meals,  
5 = annually and repeatedly we can provide more than 100K meals on the single \$50K spent  
 1    2    3    4    5

## Now, what can you do to improve your scorecard?

For example, how can mentors help?

Do you need more data?

Do you need to rethink any aspect of your idea?

Do you need more or different skills on your team?



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## MAKE CONNECTIONS

Use this sheet to get contact information from your team members, mentors, United Way staff or anyone who's jazzed about your idea. Be sure to get name, email and phone number.

Or if you don't like this old school method, capture all your necessary contacts in your phone!



## CRAFTING AN ELEVATOR PITCH

### What is it?

A brief (3-sentence) description of your idea, so named for the premise of delivering your pitch on an elevator ride (20-60 seconds).

Start with the problem you are trying to solve, the way the current alternatives are lacking. Then, briefly describe your solution.

Once you have this basic speech, work to make that first sentence so interesting that the listener will want to hear more – even though they're in a hurry to get off the elevator...

### Some suggestions from entrepreneurs:

**Prioritize your pitch.** “Be specific, but use plain language when describing the problem your product or service solves. If it solves several problems, prioritize and stick with the most important one. Stick with what problem you are solving, who will benefit the most from your solution and why people should believe that you can do it.” – Andrey Mihailenko, vice president of marketing and sales at Targetprocess

**Focus on what matters.** “Avoid telling your listener that you have a ‘revolutionary idea.’ Whatever you’re pitching is not revolutionary. Words like that can automatically put investors off. Instead, explain why you are the person to do this and why you’re solving this problem [based on] your experiences.” – Ebong Eka, CPA and author of “Start Me Up!: The No-Business Plan Business Plan” (Career Press, 2014)

**Keep it conversational.** “You want to stand out and generate excitement. Don’t regurgitate a memorized pitch that sounds like a pharmaceutical ad. When I hear a pitch, I don’t necessarily want to feel like I am being pitched. I would rather have it be more conversational. Start with the problem you are trying to solve, the way the current alternatives are lacking. Then, briefly describe your solution.” – John Torrens, assistant professor of entrepreneurial practice at Syracuse University’s Whitman School of Management

See more at: <http://www.businessnewsdaily.com/4034-elevator-pitch-tips.html#sthash.7wVubffR.dpuf>



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## WHAT'S NEXT?

Now that you've gotten excited about your ideas for the Challenge, here are next steps:

1.  
If you haven't already done so, share an overview of your idea—you do not need to have everything figured out! Your summary will enable us to connect you to mentors who will help refine your idea and fine-tune our content for the Accelerator process.

**Know someone who would like to submit an idea? Submit ideas at [www.innovateunited.org/2016-childhood-hunger-challenge/idea-summary](http://www.innovateunited.org/2016-childhood-hunger-challenge/idea-summary)**

**NOTE: Even if you are unable to attend the Accelerators, still fill out the Idea Summary so that we can match you with mentors and support you during the application process.**

2.  
Participate in the Challenge Accelerators on Friday, March 4, and March 18 from 3:30-5:30p.m. Register to participate in the Accelerator.\* Attendance at Accelerators is strongly encouraged but not mandatory. Resources shared at the Accelerators will be available online after each session.

**Know someone who would like to be a mentor?  
Sign up at Get Connected at [www.unitedwaytriangle.org/vol](http://www.unitedwaytriangle.org/vol)**

3.  
Complete and submit your final application through Startup Compete by 5 p.m. Tuesday, March 29, 2016. Applications will be judged on Innovation/Breakthrough Potential, Social Impact, Feasibility & Sustainability, Scalability and Use of Funds.

For more information about the Accelerators and Challenge details, visit [innovateunited.org](http://innovateunited.org).

For specific questions, email [innovate@unitedwaytriangle.org](mailto:innovate@unitedwaytriangle.org).

We will share articles and updates related to the Challenge each week through our Twitter account, @UWTriangle.

Good luck! Together we will work to end childhood hunger in the Triangle.  
#InnovateSolutions

\* Register to participate in an accelerator at [www.innovateunited.org/2016-childhood-hunger-challenge/get-involved](http://www.innovateunited.org/2016-childhood-hunger-challenge/get-involved)

