



Welcome to the ICT Powering Constructive Entrepreneurs, Athgo's 5th Global Innovation Forum at the World Bank headquarters in Washington DC! Please review the enclosed information about the structure of the event.

The 3-day interactive program will include expert panels, discussion periods, and startup development sessions. All speaker sessions will have question and answer periods to ensure as much dialogue as possible among all the attendees.

All Participants will work in a pre-assigned team to develop a commercially viable constructive* startup concept.

*What is Constructive Business?

Constructive business, as other business paradigms, seeks positive returns. The distinction is in the nature of the returns sought by the Constructive model. Instead of seeking either only financial returns or only social and environmental returns, or even blended returns at the time of payoff, this model is an integrated one at the outset. A constructive business will seek profit and have products or services that provide communal benefits (e.g. low-income housing, affordable education, LED light bulbs, or new community driven innovations) or have a community enriching organizational makeup (e.g. a predetermined percentage of the workforce and/or ownership comprised of underprivileged members of the public) and is eco-effective is considered Constructive.



I. Entrepreneurial Team Structure

All teams are pre-assigned. Please do not change teams. Athgo has made every effort to diversify teams by varying academic institution, organization, and country in order to enhance networking opportunities.

Each team is encouraged to nominate a member to serve as the team's **Coordinator** while developing a constructive business concept. The Coordinator will lead the discussions and preparations, the development process, and serve as the team's **Spokesperson**. The team should also name a representative who will make the presentation of the team's work on the innovation panel (this can be the Coordinator) and an **Advisor** to support the presenter.

If you have any structural questions or concerns, please speak with one of our Associates.

II. Constructive Startup Development Sessions:

There will be one or two startup development sessions each day. During these sessions, teams will meet to explore problem-solving by way of drafting commercially viable business concepts.

Session 1 (Introduction, Team Roles, and Brainstorming): team members should get to know each other and brainstorm ideas. At the end of this session, the team should identify and assign the team **Coordinator**. During the brainstorming:

- Consider ALL ideas, try not to be quick to criticize and avoid peer-judgment. Even if they sound unrealistic or infeasible, innovation stems from a free flow of info and "thinking outside the box."
- Utilize your team's diversity and encourage each member to contribute. Each person's unique perspective will deepen your understanding of potential solutions.
- Focus on generating ideas. Avoid getting stuck on one topic or specific details.
- Meticulously document your discussions so that no important idea is lost.

The team members are asked to introduce themselves to their fellow team members. Try learning about *each other's interests, professional/academic life, hobbies, favorite sport, etc.*

Session 2 (Brainstorm, Identify Innovative Ideas, Evaluate, Select the One): the Coordinator should initiate and facilitate discussions about the framework of the Constructive business. The team should critically evaluate all the ideas that have been generated at this point and identify the One that the team will pursue. The ideas should be thought out in reference to the constructive business model. If time permits, start the concept development process.

Session 3 (Concept Development): Detail and explain the feasibility and practicality of the venture. Consider enhancing the development process by applying the *4-Pillars for Success* methodology – business development, which is harmonized by the equilibrium of four distinct capabilities - intellectual, core, network, and financial.

Session 4 (Concept Development and Presentation Preparation): the team should prepare to present the business model to another team for scrutiny.* At the end of this session, the team should identify and assign the team **Spokesperson** and the **Advisor**.



Session 5: (Final Touches and Panel Preparation): At the beginning of the final session, the MC will announce the panel order. The teams should spend this session preparing for the panel discussion and finalizing the presentation. The cover slide should include business name, team number, member names, and forum title, location, and dates. **All presentations must be submitted electronically (via flash drive and emailed to forum@athgo.org) 30 minutes before the end of the final session, no exceptions.**

Note: We understand there is limited time for project development. You will experience time constraints and will find it challenging to complete all necessary background research. Nevertheless, we encourage you to design a venture to the best of your abilities and with awareness that this particular exercise may change your life and the lives of others.

***Team-to-team Dialogue:** This is an opportunity to test the feasibility of your business venture. The 60-minute conversation gives you a chance to improve your project by discussing the components with another entrepreneurial team. Each team's designated presenter will make a 3-4 minute presentation to the other team at the start of the session. Immediately after both presentations, the teams will meet separately to develop comments/questions about each other's venture (15 min). It is important the teams meet separately immediately after the presentations and not ask each other questions after each presentation. The teams will then reconvene to discuss their respective business concepts together (15 min).

- The session is designed to provide constructive criticism. Participants should play "devil's advocate" to explore each other's project's strengths and weaknesses.
- Other forum attendees may also be available to provide input during the session.

III. Innovation Panel Guidelines:

Each Innovation Panel will consist of 3-5 groups and last approximately 30 minutes. The panel moderator will open the discussion by asking the spokespersons to introduce themselves, their advisor, and their team.

After the introductions, each team's spokesperson will have 3 minutes to present the startup concept to judges and attendees. Your team should use visual aids to enhance the presentation. They can be power point slides, prezi, displayed images, etc. The first image/slide should include the team number and the names of the members.

Once all the teams make their presentations, the moderator(s) will engage each spokesperson in courteous dialogue about his or her venture to explore further the feasibility of each concept. **IMPORTANT: During the presentation, please address the audience instead of the moderators or other teams.**

An effective proposal will explain the value of the startup and inspire the audience. In order to execute an effective verbal proposal, preparation and delivery are crucial. Your great idea should be complemented with a clear and concise presentation. To maximize impact:

- Identify your audience and tailor your presentation to it (specific language, appropriate complexity, etc.)
- Provide a road map and lead the audience through your presentation
- Use real examples and anecdotes to clarify concepts and key ideas
- Choose a visual aid that relates to and enhances your message
- Use eye contact, hand gestures, and body language to connect with the audience



IV. Completion, Certification, and Qualification:

Each team will be eligible for an Innovation Grant on the condition that all team members attend all Forum sessions, and all team members fully contribute to the team's efforts.

The individual participants who attend all three days of the forum and fully contribute to their teams will receive a *Certificate of Completion*. The certificates will be mailed.

V. Innovation Grants:

Athgo will provide Innovation Grants to the top three teams. Evaluation of all members' activities, including the attendance, and feasibility of the actual startup concept will provide the basis for awarding the grants. Grants will be distributed when the winning teams:

1. Legally formalize the startup concept within 6 months from the end of the forum with at least three founding members from the original team – cutoff date: November 23, 2013,
2. Open a bank account under the new company's name, and
3. Continue the startup development on Athgo provided virtual platform (more information will follow).

The following three grants will be awarded:

1. Presidential - \$3,000 US
2. Entrepreneur - \$2,000 US
3. Innovative - \$1,000 US