

Telling A Winning Story

Securing “Next Step” Support

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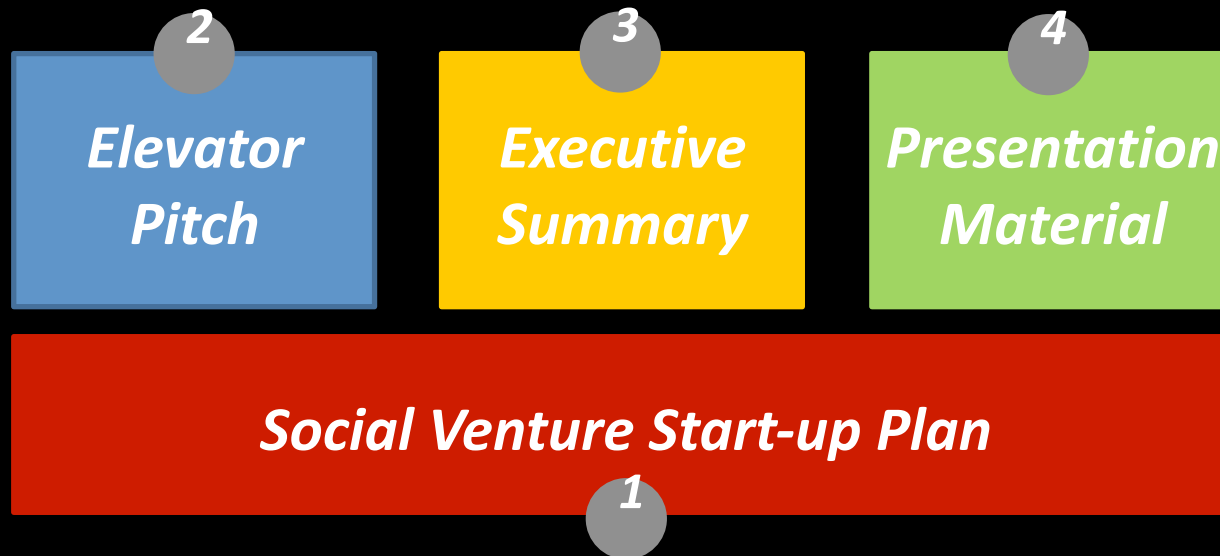
- ❖ Your Objectives
- ❖ Building Your Storytelling Portfolio
- ❖ Engaging Your Sponsors & Funders for Success
- ❖ Tips and Tricks to Telling Your Winning Story
- ❖and Now What????

Telling A Winning Story

Your Objectives

- 1. To create an organized portfolio of information and materials for use in communicating your social venture ideas and proposal to potential sponsors and funders, and*
- 2. to develop a plan for approaching, securing, and engaging potential sponsors and funders in evaluating your social venture start-up proposal.*

Building Your Storytelling Portfolio



Social Venture Start-up Plan

- Executive Summary
- Mission, Vision, and Value Proposition
- Our Community's Needs & Challenges
- Our Chosen Area of Focus
- The Current Solution Alternatives & Community's Support Ecosystem
- The Opportunity and Our Unique Solution
- Our Development Plans
- Our Product &/or Service Solution Adoption, Growth, & Sustainability Plans
- Community Impact Assessment
- Risks & Critical Success Criteria
- Financials & Key Performance Metrics
- Appendix

Social Venture Start-up Plan

Appendix Material

- Organization Background and Legal Structure
- Community Needs and Challenges; Segment Details
- Current Alternative & Community Ecosystem Structure, Participants, and Relationship Details
- Solution Details & Future Diversification Opportunities
- Development and Operational Delivery Plan Details and Milestones
- Solution Adoption, Growth, and Sustainability Plan Details, Milestones, and Scenarios
- Risks and Critical Success Factors
- Forward-looking Talent Plan
- Prototypes: Concept & Design Storyboard, Prototype's, Models, Dmeos,etc

Elevator Pitch

- Purpose:
 - Grab the Attention and Interest of Potential Sponsors and/or Funders
- 30 to 60 Seconds in Length
- Answers Seven Basic Questions:
 - What's the Pervasive & Urgent Problem?
 - What's Your Unique and Superior Solution?
 - Who is Your Competition & What's Their Weaknesses?
 - Why Will Your Solution Win; What's Its Unique Advantage?
 - How Will Your Venture/Innovation Initiative Sustain Itself?
 - Who is Involved in Your Venture/Initiative; What's Their Contribution?
 - Who Else is Involved to Support Your Success?

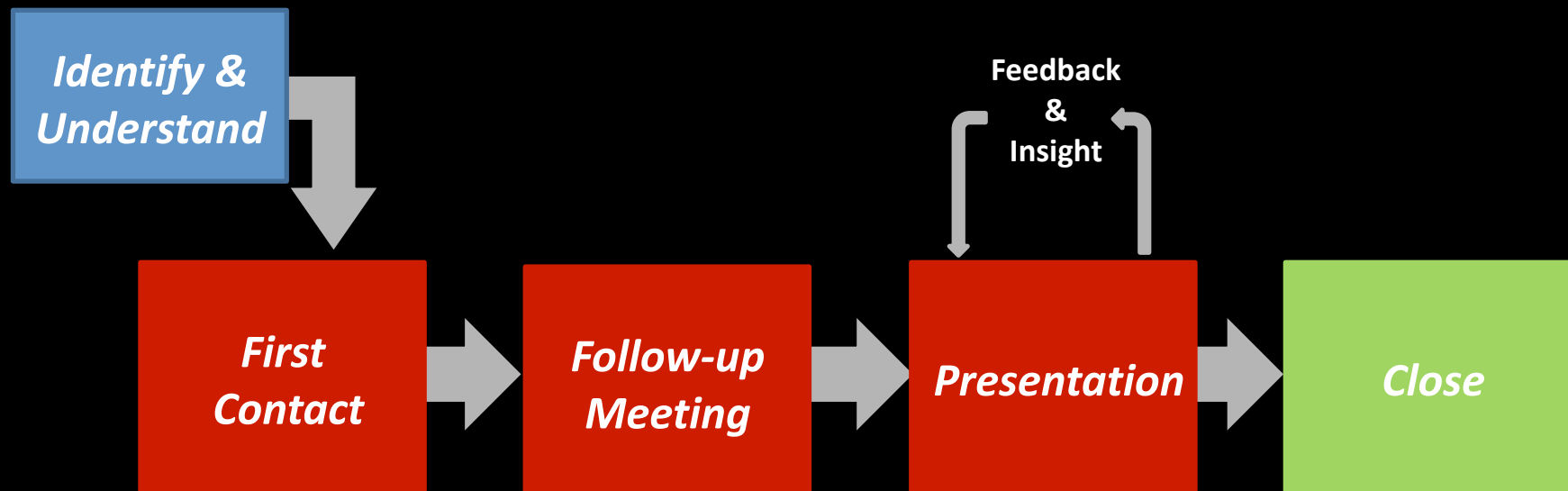
Executive Summary

- Purpose
 - To explain the main features of your venture in a way that will make the reader want to learn more while including enough information that they can see the potential behind it without having to read the entire Social Venture Start-up Plan.
- 2 to 4 Pages in Length
- Captures Summary Points of Your Full Social Venture Start-up Plan Document

Presentation Materials

- Purpose
 - To support your oral presentations to potential sponsors and/or funders; presentations for the purpose of 1) more fully informing them about your social venture start-up plan, and/or 2) persuade them to commit their sponsorship and/or funding to your proposal
- Slides (10 to 15), Videos, Prototype Mock-ups, Demos, Storyboard, etc.
- Be sure to follow any specific formats, content, or presentation flows required by the sponsor or funder!

Engaging Your Sponsors & Funders For Success



Tips and Tricks to Telling A Winning Story

- ❖ Do your research; Understand you sponsors' and funders' world
- ❖ Secure your first meeting with the help of a trusted advocate
- ❖ First seek to understand before being understood; Build rapport
- ❖ Tap the power of Storytelling to engage and increase impact
- ❖ A picture is worth a thousand words; use them with visual literacy
- ❖ Choose your communication style and approach thoughtfully
- ❖ PRACTICE...PRACTICE.....PRACTICE

...and Now What??????

~~IMPOSSIBLE~~

