

[Re]Verse Pitch

Mentor Guide

Welcome!

Thank you so much for agreeing to be a mentor for the 3rd annual [Re]Verse Pitch! This guidebook has been designed to guide you through the mentoring process.

About [Re]Verse Pitch

The [Re]Verse Pitch Competition is a social innovation program to help turn valuable raw materials that are currently leaving local businesses, non-profits, and institutions as waste into the foundation of new social enterprises. Local social entrepreneurs will be challenged to create viable business models using material byproducts from larger local organizations' ongoing operations.

As a Mentor, you play an integral part to the whole [Re]Verse Pitch process. [Re]Verse Pitch mentors are volunteer experts who provide advice and guidance to [Re]Verse Pitch competitors, and help explore and refine a business idea.

New for this Year

- Increase in total prize pool from \$10,000 to \$20,000
- Two categories for competition: seed stage and growth stage
 - Seed stage: companies/ideas pre-revenue
 - Growth stage: companies/ideas post-revenue

About This Guidebook:

The [Re]Verse Pitch Mentor Guidebook includes:

1. Mentoring: an Overview
2. [Re]Verse Pitch Mentor Agreements
3. Phases of Mentoring
4. SCORE Tips on Mentoring
5. 5 Powerful Questions for [Re]Verse Pitch Mentoring
6. Competition Timeline
7. Sample [Re]Verse Pitch Mentor Calendar
8. [Re]Verse Pitch Judging Criteria
9. [Re]Verse Pitch Slide deck Template
10. Optional Resources: Business Model Canvas

Mentoring: An Overview

The root for mentor originates from Greek Mythology and means “wise advisor.” Mentoring is a developmental partnership in which the mentor (that’s you!) shares knowledge and experience and gives support, guidance and encouragement to help develop the competence and abilities of the mentee (the Reverse Pitch Competitor).

As a mentor, your role is to help your mentee to make sound business decisions- it is not to just “tell them what to do,” but rather to ask questions and share experiences to help guide them on this journey.

[Re]Verse Pitch Mentor Program Agreements

Reverse Pitch Mentors and Entrepreneurs agree to meet weekly, on average for the 6 weeks of the Reverse Pitch Competition. Mentor and mentees are responsible for scheduling mutually agreeable times for meeting, and the meetings can take place in person, over the phone, via skype, or another agreed upon medium. Mentors should budget 5-8 hours of total time commitment to this program.

Mentoring Overview

Effective mentoring goes through three distinct stages.

1. **Initiation:** Getting to know each other and rapport building. This is the opportunity to identify goals and shared agreements between the Mentor and Mentee. Building rapport is an essential and ongoing part of a successful relationship. Take time to get to know your [Re]Verse Pitch entrepreneur, what motivates and drives them to participate.
2. **Cultivation:** Cultivating the relationship and progressing towards the set goals, and in this case, specifically preparing the entrepreneur for the [Re]Verse Pitch competition. The majority of the [Re]Verse Pitch Sample Calendar will be focused on this stage, where you are working with your entrepreneur to help them achieve their goal and prepare their pitch.
3. **Completion:** Acknowledging progress and growth over the course of the mentoring relationship and through completion of the formal mentoring relationship. Take the time to acknowledge your entrepreneur, as well as yourself, for all the hard work and dedication that has gone into [Re]Verse Pitch experience.

SCORE Tips on Mentoring

SCORE, a national nonprofit that is dedicated to getting small businesses off the ground through resources, support and mentoring, developed the **SLATE** acronym and methodology to help guide the mentoring process. You can find more resources about mentoring on their website: www.score.org

Stop and suspend judgment

This is one of the first things to do as a Mentor- you will hear many different kinds of ideas during the brainstorming process.

Suspend judgment during the mentoring process

Listen and learn

One of the most powerful things you can do as a Mentor is to listen to your Mentee to better understand their thoughts and ideas.

Assess and analyze

Assess their idea with them through asking questions and analyzing their assumptions

Test ideas and assumptions

Help your Mentee identify and test the ideas and assumptions involved in their Pitch.

Expectation setting and Encourage the dream

Work with your Mentee to set clear expectations- of themselves, the process, and even the mentoring relationship. And always- encourage their dreaming.

5 Powerful Questions for [Re]Verse Pitch Mentoring

Questioning assumptions and helping the entrepreneur clarify their ideas and plans are some of the most important things a mentor can do during this process. Here are a few questions to always be asking:

1. **Can you tell me more about _____?**
Help the entrepreneur figure out where they are lacking focus or aren't clear in their explanations.
2. **Why is this (product) important to _____?**
Make sure the entrepreneur can succinctly explain how their idea is important to customers and potential investors alike.
3. **Is this (product idea) sellable and scalable?**
Make sure it's crystal clear that people 1) want to buy it, and 2) the business can grow
4. **How do you know?**
Question information and assumptions.
5. **What about _____?**
Give alternate suggestions to help the entrepreneur play out different scenarios.

ReVerse Pitch Competition Timeline

Now- January 17: Learn About the Byproducts & Let Us Know Your Availability

Look at the byproduct materials videos and information available online at <http://reversepitch.org>.

Week of January 17: Prepare HeroX Account Create your HeroX account, so you'll be ready to review competitors' repurposing ideas. To create an account, click the BECOME A HERO link at the top of the Home page. Then click the 'new user' hyperlink. Create your account by entering your first name, last name, email and password. It's totally free to create a HeroX account.

If you have any trouble creating an account, please contact Lance McNeill with the Small Business Office:

Lance.McNeill@AustinTexas.Gov

512-974-7873

January 17: Opening Pitch

The opening pitch event will take place at Atlassian, 6:30-8:30 pm, and will be a chance to hear about the byproducts with which your mentees will be creating their new business concepts. Competitors will have the chance to ask questions of the material suppliers and network with you and the material suppliers at the event.

January 25: Upload Short Description & Mentor Request

By January 25, competitors will post short description of their idea and mentorship requests on HeroX. Competitors may request a specific mentor or request specific expertise areas (sales, manufacturing, marketing, etc.).

At this stage, competitors may post more than one idea description and those can be concepts that deal with multiple materials. However, each entrepreneur will be matched with one mentor only, not with one mentor per idea submitted.

January 26: Mentee Match & Advisor Contact Information Goes Out

Competitors will be matched with a mentor by this date and will receive a list of advisor contact information so they can reach out with questions.

January 26 - February 20: Refine Concept & Craft Pitch

You and your mentee team will schedule mentoring sessions over these weeks to refine their business idea(s). We ask that you give at least 5 hours of mentoring time, but feel free to meet more often or provide more feedback if your schedule allows.

During this time your mentees also have access to the expertise of our technical advisors. Advisors will be invited to weigh in independently with advice through HeroX, and competitors can also reach out to individuals to ask specific questions

about the environmental impacts, address technical concerns, get creative/aesthetic advice, etc. Use the Judging Criteria (to be posted soon) and this Mentor Guidebook to guide the refinement process.

February 12: Group Mentoring Session

The [Re]verse Pitch Group Mentoring Session is a new resource for this year's competition, and will help [Re]verse Pitch competitors prepare for their in-person pitch presentations. Competitors will work with mentors in a facilitated group discussion. They should leave the session more confident in how they will articulate their value propositions, customer segments and social impact. We will need a handful of mentors to volunteer for this session. If you are interested, please contact Lance McNeill at lance.mcneill@austintexas.gov. View event details [here](#) with password "reverse2018."

February 20: Finalist Application Deadline

In order to be considered as a finalist and pitch on March 7th, competitors must submit a finalist application on HeroX by this date. At this stage, competitors will be asked to fill out specific questions relating to the Judging Criteria.

February 21-22: Finalist Selection

Judges will vote for the best ideas to become finalists, using the Judging Criteria. Judges will base their votes on the materials and information competitors upload to HeroX. To encourage a diversity of material types to be represented in the finals, ideas will also be assigned points based on the material used, with 5 points being assigned to ideas using the material with the fewest ideas submitted, 4 points to ideas using the material with the second fewest ideas submitted, and so on.

February 23- Finalists Announced

The judges' selections of finalists will be announced.

February 23-March 6: Practice Pitch

Finalists will work with the mentors to refine & practice their 6-minute pitch. They'll utilize a [Slide Deck Template](#) to craft the presentation. You might be contacted during this time with additional questions that competitors have.

March 1: Final Pitch Rehearsal

All finalists will gather for a rehearsal of the final pitch event where they will have a chance to practice their pitches and receive feedback. This event will be hosted at the McCombs Business School at UT.

March 7: [Final Pitch Event](#)

Finalists will pitch their business concepts to our judging panel and audience members at our [final event](#). Please review the Judging Criteria which will be used to choose the winner of the Innovation Prize. All pitches will be videoed and uploaded to <http://reversepitch.org> after the event.

Finalists will have 6 minutes to pitch, and should address each of the judging criteria areas: environmental impact, market viability, and economic development. Judges will have 4 minutes for Q&A. The winners will be announced at the event. There will be a winner for both the Seed stage and Growth stage categories, and People's Choice honorable mention awarded.

REVERSE Pitch Mentoring Program Sample Outline

Below is a sample outline of questions and areas to focus on each week, to help your entrepreneur prepare for the Pitch competition. These questions incorporate areas of focus from the judging criteria and pitch deck template.

Week	Focus	Sample Questions & Activities
Week 1	Getting To Know You And Your Idea	<ul style="list-style-type: none"> • Why do you want to do the Reverse Pitch? • Why is this important to you? • What problem are you solving, or what solution are you producing, for your client? • Who is your client/clients? What's important to them about this idea? • Who is your team?
Week 2	Understanding The Product	<ul style="list-style-type: none"> • Why do you want to develop this product or service? • What good is it (the product) going to do for the client? • What is the competitive advantage of the product? • How is this an innovative idea? Who else is doing something similar? How is your idea different? • What will be the environmental impact of this product/business? • What materials are needed to create it?
Week 3	Understanding The Business Model	<ul style="list-style-type: none"> • How will the business make money? • How feasible is this business idea and model? • How big is the market you'll be entering? What is already working/not working in that market? • What generates money for the business: sales, service fees, upgrade to additional services, etc
Week 4	Deeper dive: Examining the Finances and Impact	<ul style="list-style-type: none"> • Is the revenue sustainable? • Is the proposed business model likely to generate additional capital from investors, lenders or donors/philanthropists? • What is the fundability of the business? • Define your revenue streams including pricing structure, costs, margins and expenses. • What are customers currently paying for a similar product? What might they pay? • How many jobs are being created? Who will be able to have these jobs? (Eg hard to employ?)

Week 5	Pitch Practice	<ul style="list-style-type: none"> • Are all the questions on the Reverse Pitch grading criteria being answered? • How well is the material being presented by the entrepreneur?
Week 6-7	Pitch Review	<ul style="list-style-type: none"> • What do they need to better clarify or explain?

[Re]verse Pitch Competition Judge's Scoring Sheet

Name of Idea Pitched: _____

Name of Judge: _____

Category (Circle one): _____

Seed Stage

Growth Stage

Minimum Requirements:

Proposed business will locate its manufacturing operation and headquarters in the City of Austin

Proposed business reuses a byproduct material pitched during the [Re]Verse Pitch Competition as a main input

Proposed business would be able to legally operate in the State of Texas and would not produce any alcoholic, pornographic, or drug-related product

1 = Poor

2 = Fair

3 = Satisfactory

4 = Good

5 = Excellent

Overall Impact and Feasibility	Scoring				
1. Rate the overall local impact this idea is likely to make.	1	2 5	3	4	5

Viability Criteria	Scoring				
2. How viable is the proposed business model?	1	2 5	3	4	5
3. How scalable is the proposed business model?	1	2 5	3	4	5
4. Rate the fundability of the business model.	1	2 5	3	4	5
5. Rate the overall quality of the pitch.	1	2 5	3	4	5
6. Rate the capability of the entrepreneur and their team to execute the proposed plan.	1	2 5	3	4	5

Economic Development Criteria	Scoring				
7. Rate the impact that this business will have on economic development goals, including: creating living wage (or higher than living wage) jobs in Austin, creating jobs for the difficult-to-employ. E.g. previously incarcerated individuals, and supporting other Austin small businesses through local supplier relationships.	1	2	3	4	5

Zero Waste & Sustainability Criteria	Scoring				
8. Rate the likely environmental & zero waste impact of the overall business operations, including whether the product design allows for the material to be diverted to its highest and best use at the end of the product's life.	1	2	3	4	5
9. For Growth Stage businesses only: Rate the impact of the estimated diversion of the material by August 15, 2018	1		3	5	

Criterion Guidelines

Overall Impact

Does the proposed idea make a meaningful positive impact on the Austin community? How likely is it that the proposed idea will succeed? Consider the scope of the proposed project compared to the resources available. We don't want to choose ideas that are not likely to be implemented.

Viability

Is the proposed business model capable of working successfully?

Scalability

Does the proposed business model have the capability to grow and if so, will it be able to accommodate that growth?

Fundability

Is the proposed business model likely to generate additional capital from investors, lenders or donors/philanthropists?

Innovative

Does the business model incorporate new and/or creative ways to repurpose the material?

Does this proposed business model offer a unique value proposition?

Pitch Quality

How well did the participant present the material?

Did the participant present relevant information that related directly to the judges' criteria?

Did the presenter answer the judges' questions?

Capability of the Entrepreneur

Are the skillsets and of the entrepreneur and their team sufficient to successfully operate the proposed business model?

Does the entrepreneur’s team have the relevant experience needed to successfully launch this business model?

Living wage jobs in Austin

Please use the table below as a reference for living wage jobs in Austin:

Hourly Wages	1 Adult	1 Adult 1 Child	1 Adult 2 Children	2 Adults (1 Working)	2 Adults (1 Working) 1 Child	2 Adults (1 Working) 2 Children	2 Adults	2 Adults 1 Child	2 Adults 2 Children	2 Adults 3 Children
Living Wage	\$10.97	\$22.45	\$25.87	\$17.81	\$21.69	\$24.19	\$8.90	\$12.27	\$14.23	\$16.45

Source: MIT’s [Living Wage Calculator](#)

Difficult to employ

Some examples of people who might be difficult to employ include, but are not limited to those:

with learning disabilities, with mental health conditions, previously incarcerated, with drug or alcohol addictions, with limited English or non-English speakers.

Locally-sourced

Local, in this context, refers to the Austin Metropolitan Statistical Area, which includes Travis, Bastrop, Caldwell, Hays and Williamson counties.

[Re]verse Pitch Slide Deck Template

Slide Title	Slide Content
Business/Social Enterprise Title	<ul style="list-style-type: none"> The 30-second “elevator pitch” slide. Briefly introduce yourself and quickly explain what you want to do and why you want to do it in a clear, “wow” manner. Remember, you have 6 minutes total to pitch your idea. Be concise and practice your pitch beforehand, timing yourself, so that you know you can present your message in the limited time allotted. <p><i>Note: This template is to provide guidance on the information your pitch should include. It’s not intended as a design template—feel free to add your own style!</i></p>
The Challenge	_____ tons/month of [chosen material] are being landfilled [or stored, downcycled, or recycled] in the Austin community.

	<ul style="list-style-type: none"> Does the material's current disposal method have negative environmental impacts? Are significant amounts of residual energy or water lost? <p><i>Take aluminum cans for example. The process of refining, smelting and casting bauxite into semi-finished aluminum accounts for 80% of the energy consumed for aluminum production, all of which is lost when the material is landfilled. Recycling aluminum uses only 5% of the energy and emissions needed to process raw bauxite.</i></p>
Your Solution	<p>Clearly explain the “what” and “how” of your solution. Be sure to elaborate on these four points as you move through your presentation, but use this opportunity to summarize for the judges and the audience that your solution is:</p> <p>Viable - Is the proposed business model capable of working successfully? Is it feasible?</p> <p>Scalable - Does the proposed business model have the capability to grow and if so, will it be able to accommodate that growth?</p> <p>Fundable - Is the proposed business model likely to generate additional capital from investors, lenders or donors/philanthropists?</p> <p>Innovative - Does the business model incorporate new and/or creative ways to repurpose the material? Does this proposed business model offer a unique value proposition?</p>
Business Model and Forecast	<ul style="list-style-type: none"> How will your business make money and sustain its revenue stream over time? Show that your idea relies on simple, proven business models to generate revenue. For example: sales, service fees, upgrades to additional services, etc. Show the judges and the audience that your business model is scalable and has staying power.
Social and Economic Impact	<ul style="list-style-type: none"> Potential Economic Key Performance Indicators: <ul style="list-style-type: none"> # of living wage jobs created, show expected growth trajectory over time # jobs for the difficult-to-employ, show expected growth trajectory over time Will your business be utilizing other locally-sourced inputs? Will your business model reduce operating expenses (tipping fees) for the material generator, and if so, by how much?
Environmental Impact	<ul style="list-style-type: none"> Potential Environmental Key Performance Indicators: <ul style="list-style-type: none"> Landfill diversion - # of tons/month, show expected growth trajectory over time MTCO2E avoided (use EPA WARM model), show expected growth trajectory over time Other metrics to include may be generated using Eco-LCA or similar tools

	<ul style="list-style-type: none"> • What's the environmental impact of your business's manufacturing process and operations? (Water usage, energy usage, GHG emissions, etc) • If creating a new product, what happens to the product at the end of its life cycle? Is it recyclable, compostable, etc? <p><i>Not sure how to answer these questions or what some of these terms are? Don't forget—we have environmental impact experts as technical advisors! Reach out to them for help.</i></p>
Next Steps	<ul style="list-style-type: none"> • What are the next steps in your plan? Fundraising, crowdfunding campaign, prototyping, etc. • Who else do you want to bring on your team?
Team	Who's involved?