

An aerial photograph of a university campus. In the foreground, a large brick plaza features a central fountain with multiple water jets. To the left is a building with a prominent green copper roof and large glass windows. To the right is a multi-story, light-colored building with a grid of windows. In the background, a tall stone tower is visible among green trees under a blue sky with scattered white clouds. A red banner with white text is stretched across the plaza in the lower foreground.

The Woltemade Big Problem Challenge

OH-WOL
Welcome Back, BISHOPS!
OHU

Ohio
Wesleyan
University



WOLTEMADE BIG PROBLEM CHALLENGE

February 29, 2024 at 10 a.m.



3:56 / 56:30





Who we are

A seasonal landscaping company dedicated to the sustainable preservation and improvement of Ohio's farmland

Where we are

We operate out of Ottawa, Lucas, and Sandusky Counties, all of which border Lake Erie and are significant contributors to its water pollution

What we do

We sell native Ohio plants to farmers and install them in the form of **buffer strips** at their land's edge, reducing agricultural runoff into Lake Erie



BIODEGRADABLE

A non-toxic paint that contains no additives such as petroleum, VOCs (volatile organic compounds) or distillates. This paint simply includes natural ingredients: algae pigment powder, milk protein (casein) and lime (calcium hydroxide).



DURABLE

Milk or Casein-based paint is an ancient type of medium that has been found in prehistoric cave sites. When dried it is long-lasting and can be applied to virtually anything. It is strong enough to seal the paint without wrecking your paint brushes!



SUSTAINABLE

Due to their powdered form, you only need to add water to get the right amount of paint needed! All ingredients are sourced from Ohio!

Saline Solutions

A municipal consulting firm
driven towards reducing salt
run off





SUSTAINABLE DEVELOPMENT GOALS



Criteria:

- 1. Feasibility:** Is it realistic that you could get this idea off the ground
- 2. Sustainability:** Does your plan have a means to sustain itself into the future (profitable!)
- 3. Adoption:** Do you have a clear plan to encourage and grow public adoption of your solution
- 4. Impact:** What impact do you expect your solution to achieve, and how will you measure it
- 5. Research:** What research has the team done in development of the plan

Approach:

1. Understand the problem
2. Choose a small piece of the problem
3. Start with a canvas
4. Form a team
5. Involve a mentor

Format

- Five minutes to pitch your idea
- Five minutes for judges' questions



Resources to Help You Prepare:

- Business Model Canvas
- Break the topic into smaller pieces

BMI • Business model canvas

| | | | | |
|--|---|---|--|--|
| <p>● Key partners</p> <p>Who are your most important partners? Which key resources do you acquire from partners? Which key activities do your partners perform?</p> | <p>● Key activities</p> <p>What are the activities you perform every day to create & deliver your value proposition?</p> | <p>● Value propositions</p> <p>What is the value you delivery to your customer? Which of your customer's problems are you helping to solve? What is the customer need that your value proposition addresses? What is your promise to your customers? What are the products and services you create for your customers?</p> | <p>● Customer relationships</p> <p>What relationship does each customer segment expect you to establish and maintain?</p> | <p>● Customer segments</p> <p>For whom are you creating value? What are the customer segments that either pay, receive or decide on your value proposition?</p> |
| <p>● Cost structure</p> <p>What are the important costs you make to create & delivery your value proposition?</p> | <p>● Key resources</p> <p>What are the resources you need to create & deliver your value proposition?</p> | <p>● Channels</p> <p>How does your value proposition reach your customer? Where can your customer buy or use your products or services?</p> | <p>● Revenue streams</p> <p>How do customers reward you for the value you provide to them? What are the different revenue models?</p> | |

Next Steps

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2. Choose a small piece of the problem
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Prep for the Pitch

- Keep your slides simple with minimal text.
- **Practice and time your presentation.**
- The better you research and understand your idea, the easier it will be to talk about it.
- Try your best! There is support available to launch well-developed plans.