

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 with a pointed roof is visible among green trees. A banner in the lower foreground reads "Welcome Back, BISHOPS! OHU". The sky is bright blue with scattered white clouds.

The Woltemade Big Problem Challenge



SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY

2 ZERO HUNGER

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS

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

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>● Revenue streams</p> <p>How do customers reward you for the value you provide to them? What are the different revenue models?</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>	

Review and discuss

- What's your idea and why does it matter?
- Who is it for?
- How will you reach them?
- How will you make \$?

Score

- Scale of 1 to 3
 - 3 – This will work!
 - 1 – I'm not so sure this will work.
- Score for:
 - Environmental impact
 - Business viability
- Sort ideas highest to lowest, discuss

Cost Structure & Revenue

- Startup costs (one time expenses to launch)
- Fixed costs (must pay no matter what)
- Variable costs (change as you sell more/less)
- Price per unit

Break-Even Point

$$\text{BEP} = (\text{Fixed Costs} + \text{Startup Costs}) / (\text{Price per Unit} - \text{Variable Cost per Unit})$$

Example: Coffee Stand

- **Startup costs:**
 - Equipment: \$5,000
- **Fixed costs:**
 - Rent for 1 year: \$10,000
- **Variable costs**
 - Cups, ground coffee, additives, etc: \$0.50 per unit
- **Planned price**
 - \$2 per cup

Break-Even Point =

$$\frac{\text{(Startup Costs + Fixed Costs)}}{\text{(Price per Unit – Variable Cost per Unit)}}$$

Startup Costs		\$5,000
Fixed Costs	+	\$10,000
	=	\$15,000
Price per Unit		\$2
Variable cost per unit	-	\$0.50
	=	\$1.50

\$15,000 / \$1.50 = 10,000 cups of coffee in a year to break even

Next steps

- Assign an idea to each group member
- Research and estimate costs for your idea
- Attempt to calculate BEP, place it in context

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.