

Session 10, 3/13/07

Today we will review each other's draft proposals for the IDEAS Competition, which are due two days from now.

- We will begin by reviewing the winning proposal from the 2006 \$100 K Competition, Development Entrepreneurship track, the proposal of the CentroMigrante, Inc. team, whose leader was a student in the DLab III course last year.
- We have all read the CentroMigrante Inc proposal, and we will now go over strengths and weaknesses of that proposal and how we think it might be improved.
- *Weaknesses/How Improved:*
 - Lacks diagrams or description of the physical housing structure/modules, what building materials do they use?
 - Income levels of migrant workers not included
 - On-line resumes - overly ambitious?
 - Need for reliable data
 - Implementation of self-help is weak
 - What happens to those who don't get jobs or move on? (consequences of project?)
 - What were the migrants' prior living conditions?
- *Strengths/Positives:*
 - Convincing in terms of need
 - Self-help model
 - Comprehensive – more than just home or job or support of the community alone
 - Very specific budget
 - Public summary goes from global, to local, to specific

- Doesn't rely on any outside funding
- Business concept is very readable
- Very specific target audience
- Describes a positive cash flow

Positive/Negative

- Skills seminars, good idea but who is teaching these skills?
- Important to show data and numbers. If unknown, make a best guess, but err on the side of caution.
- General Strengths in a proposal: Self-help model, establishing a need, comprehensive and specific, data rich and concise, clearly presented,
- General Weaknesses in a proposal: Lack of visuals (can attach in pdf format for the \$100K), big ideas but insufficient details, overly ambitious scope
- Now, let's split up the class into three groups to go over each others' proposals for IDEAS

Review of "Prosthetic Vacuum Sand-casting for Rural Use" proposal

- Project intro – needs to nail the global problem/local problem, disadvantage of current approach, strengths of new approach
- Project needs to be free standing, don't present team as junior partner of Jaipur Foot; essentially, be free standing
- Identify your target market clearly (but winning ideas can help you scope out the market more clearly)
- Include Prior Art: picture of Plaster of Paris, pic of sand-casting, and go over advantages and disadvantages of both
- Be explicit about process of making prosthetics