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## PSU Panther Pitch

Bonnie Bechard  
*Plymouth State University*

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## PSU Integrated Cluster (IC) Project Funding Process & Proposal Form

**Project Proposal Submittal Process:** All IC projects requesting funding will require the completion and submittal of three (3) forms:

- Project Proposal Form – project scope & outcomes** (*included in this document*)
- Project Guidelines Form – reflective document outlining desirable IC project attributes**
- Project Budget Form – Excel spreadsheet to facilitate budget planning**

### **Instructions for Submitting Project Proposals:**

- ✓ Download the 3 forms to your computer
- ✓ Complete the forms and save them; including the title of your project in the file name
- ✓ Forward the 3 files via email to the IC Project Manager, Ross Humer [rhumer@plymouth.edu](mailto:rhumer@plymouth.edu)
- ✓ Project Proposal will be logged & forwarded to the appropriate IC Guide Team

If not reviewed in advance of the submission, it is important to discuss the Project with the IC Guides to review, refine, and rework (if necessary) to obtain funding approval.

**Project Funding Review Process:** All proposed projects will be reviewed by the Cluster Guide team. Depending on the level of funding amounts being requested, the proposal request will follow the process outlined as follows:

- **Level 1:** Any project with a proposed budget of less than or equal to \$1,000 can be approved by the Cluster without additional review
- **Level 2:** Any project with a proposed budget of \$1,000 but less than \$5,000 can be approved by the IC Project Review Team, which is made up of representatives from each of the 7 Clusters (*see release time exception directly below*)
- **Level 3:** Any project with a proposed budget of \$5,000 or greater **or** requires faculty release time, must be first endorsed by the IC Project Review Team and submitted to the Academic Deans for review and approval

The project funding approvals are limited to one academic year; projects which require additional funding in subsequent years will need to be resubmitted annually for review and approval.

**Deliverables:** At the conclusion of the academic year, a deliverable to the Integrated Cluster Proposal Review Team and Academic Deans is required in order for the project director/coordinator, artist, or author and collaborator(s) to be eligible for future funding. This reporting requirement may be met by numerous means which will be identified as this process matures. It is anticipated that awardees will present their works before a wide public gathering to be scheduled during the upcoming Academic Year.

**Instructions for the PSU Integrated Cluster Project Proposal Form:** Please complete all of the elements of the following form in the spaces provided before saving and then submitting the document.

### **PSU Integrated Cluster Project Proposal Form**

**Title:** PSU Panther Pitch – What’s Your Big Idea?

**Project Leadership:** (Identify Project Director/Manager or Co-Manager/s)

Bonnie Bechard, Director, Eric Spieth, Co-Director

**Project Description:** PSU Panther Pitch is a campus-wide competition that encourages students to propose business innovation or entrepreneurial opportunities. This competition will require students, groups of students, or student organizations to pitch ideas that could solve local, national, or international societal challenges. The project leadership will solicit judges to evaluate projects. These judges will be comprised of leadership from industry, academics, political, or cultural expertise including PSU alumni. Panther Pitch participants will have the opportunity to compete for prize money that will be given to the originators of the ideas to support the launch of their ventures.

### **Project Goals and Outcomes:**

#### **1. Project Goals – Briefly identify and describe the objectives of this project**

- To encourage students to creatively examine business and community needs that could be turned into viable business or social ventures.
- To facilitate networking between students and business/social entrepreneurs.
- To support PSU student entrepreneurs who want to pursue innovative, high impact ventures
- To help transform the great ideas of students into tangible initiatives.
- To create opportunities for new collaborations between the integrated clusters and the business/social entrepreneurs in the community.

#### **2. Student Learning Outcomes – Outline the expected student learning outcomes**

- To articulate an effective pitch to gain support for an entrepreneurial venture.
- To develop the ability to recognize an opportunity to address business and community needs.
- To analyze the customers or beneficiaries in developing solutions to their needs.
- To take risks and develop persistence in problem solving around their proposed ideas.

**Project Synopsis (objectives & outcomes):** 30 word maximum; capture the project objectives and most significant outcomes for the project. This synopsis should be written for potential use in our internal communications and external Marketing/PR activities.

In a shark-tank type competition students will pitch their idea for a business or social venture to judges with a chance to win cash prizes to launch their ventures.

**Project Documents/Pictures/Videos On-line Archive:** post the link to on-line project resources captured in this project, especially, pictures, videos, “Quotable Quotes” and other project documents.

Online application for competition: <https://www.surveymonkey.com/r/MTWS8HM>

**Project Documents/Pictures/Videos On-line Archive:** This project will be videotaped and promoted on social media. Participant entries will be taken via an online application and published on PSU internet resources (as made available).

**Rationale and Impact:**

Considering the questions below, please write your project rationale and impact statement.

Include how this project will further the Mission and Vision of PSU with respect to 1) fostering collaboration across disciplines; 2) addressing a relevant societal issue, and 3) establishing relationships with community partners, external institutions, companies, non-profits, schools, government agencies, etc. and 4). Making an impact

How does this proposed project advance the Integrated Cluster mission and vision? How does this project facilitate high impact teaching and learning, cross disciplinary collaboration, student engagement and partnership involvement, and real world problem exploration? What are the anticipated impacts of this project?

Is this project an extension of work already in progress, or an entirely new endeavor? Does it integrate with areas that team leaders are already teaching or is it an opportunity to delve into unfamiliar content or a bit of both?

**Project Rationale and Impact Statement:** The PSU Panther Pitch is a new educational opportunity that emphasizes the importance of innovation and entrepreneurship and encourages students to explore real-world problems in the business community and more broadly our society. Students from all majors and disciplines will be actively engaged in pitching new ideas to solve these real-world problems. This project integrates well with the teaching of the team leaders and their roles as faculty advisors to Enactus. The competition is open to all PSU students and is intended to foster ideas across all disciplines. These ideas should address the needs of customers and beneficiaries and provide solutions to important societal issues and challenges. The event will include an opportunity for networking with alumni, business, and community members, which will help to facilitate new relationships and collaboration on future

projects. The anticipated impacts of this project are the creation of a highly engaging learning opportunity that fosters innovation and entrepreneurship, provides feedback to students on their ideas, and potentially supports the launch of initiatives to address specific societal challenges and issues. The PSU Panther Pitch could become an annual event that assists in furthering the mission and vision of PSU with regard to cross-disciplinary collaboration, community partnerships, and the exploration of real-world problems that fosters high-impact learning for our students and benefits to society.

## **Project Team**

**PSU Project Participants** (essential core team participants including faculty and staff)

<b>Name</b>	<b>Position/ Title</b>	<b>Project Role</b>	<b>Discipline/ Specialty</b>	<b>Email</b>
<b>Dr. Bonnie Bechard</b>	<b>Professor of Business</b>	<b>Project Faculty Advisor</b>	<b>Management/Social Entrepreneurship</b>	<a href="mailto:bbechard@plymouth.edu">bbechard@plymouth.edu</a>
<b>Eric Spieth</b>	<b>Executive Director of Enterprise Center Plymouth</b>	<b>Co-Advisor</b>	<b>Entrepreneurship</b>	<a href="mailto:easpieth@plymouth.edu">easpieth@plymouth.edu</a>

**Non-PSU Project Participants** (stakeholders; partners; academic institution; etc.)

Sample of judges shown below.

<b>Name</b>	<b>Organization</b>	<b>Project Role</b>	<b>Discipline/ Specialty</b>	<b>Email</b>
<b>Jessica Dutille</b>	<b>Pemi Youth Center</b>	<b>Judge</b>	<b>Executive Director</b>	<a href="mailto:jadutille@plymouth.edu">jadutille@plymouth.edu</a>
<b>Cathy Bentwood</b>	<b>Director, Bridge House Homeless Shelter</b>	<b>Judge</b>	<b>Executive Director</b>	<a href="mailto:cathybentwood@gmail.com">cathybentwood@gmail.com</a>

Larry Haynes	CEO, Grappone	Judge	CEO	lhaynes@grappone.com
Alex Ray/Diane Downing	The Common Man	Judge	Owner/VP	dianedowning@roadrunner.com

**Student Participant Profile** (Identify the student population/s to be engaged in the project. Identify if this has been or is planned to be incorporated into curricula)

Class/ Student Organization/ Individuals	Role in Project	Academic Level (Undergraduate or Graduate)	Academic Discipline	Total Student Population
Bhola Gautam President, Enactus Student, Social Entrepreneurship 2	Project Leader	Undergraduate	Business	20+ members of Enactus
All classes, students, student organizations	Invited Participants	Undergraduate and Graduate	All disciplines	Goal: 12-20 finalists; 100+ attendees

### **IRB (Institutional Review Board) Compliance**

IRB Compliance: <http://www.plymouth.edu/office/institutional-review-board/>

- X This project DOES NOT require IRB compliance
- This project DOES require IRB compliance (*complete below*)

IRB Approval Status:

IRB Approval Date:

All funding approvals of IRB-required projects are contingent on obtaining IRB approval.

## **Project Management: Timeline and Milestones**

Identify the timeline for the project including start, completion, and major project milestones. A closing report will be required as a part of the project funding process.

**Project Start Date:** 1/30/2017

**Project Complete Date:** 3/13/2017

<b>Project Milestone</b>	<b>Milestone Description</b>	<b>Target Completion Date</b>
<b>Funding for prizes and event expenses</b>	<b>Project funding request submitted</b>	<b>2/15/2017</b>
<b>Marketing</b>	<b>Publicize event across campus and beyond.</b>	<b>2/18/2017</b>
<b>Judges</b>	<b>Invite and confirm judges</b>	<b>2/10/2017</b>
<b>Event Plans and Logistics</b>	<b>Competition description, online application, poster, and room reservation completed</b>	<b>2/10/2017</b>
<b>Event</b>	<b>Event to be held at the Hage Room, HUB</b>	<b>3/13/2017</b>

Please identify any pre-project education or training for students, faculty, and staff that would be helpful for your project team to have in advance to begin work on a strong footing (e.g., skill training, concepts), and identify any training and education that you are willing to help provide during the preparatory period for the project team before team work formally begins.

**Student Education/ Training Requirements:**

Students working on the project have the experience of hosting a networking event last March 8, 2016, called the Next Generation Leadership Summit. The student leader of the project also has the experience of participating in the NH Social Innovation Competition held at UNH last semester as a member of one of the finalist teams in the competition.