

# What Makes a Great Proposal?

## 1. **K-I-S-S (Keep it simple stupid)**

Many proven poverty solutions have already been created, but are not reaching people in need. Your challenge is to find the simplest, most scalable way to better distribute one of these proven solutions. Strive for a simple, low-tech solution. These tend to be ideas that can be replicated and scaled.

## 2. **Stay Focused**

A great venture will prioritize properly. What's the biggest challenge you'll have to face? For example, the hardest part of funding developing world scholarships is not building a donor website, it is convincing people to actually donate money (you would be surprised at how many scholarship proposals neglect to discuss donor marketing). A winning proposal will focus energy on the biggest bottlenecks first.

## 3. **Have a Realistic Vision for Growth**

A pilot that launches this summer will start small, but should have a vision for growth. Think of your small pilot as one "operating unit". Once you prove your pilot is successful, growing is just a matter of multiplying "operating units". There is no secret to growing a world changing organization – it is simply a matter of getting a good model and multiplying.

## 4. **Be Ready to Implement**

A winning proposal is more than just a good idea – it is also a road map you will follow to implement an act on your idea.

Details count. If you are distributing a product, where specifically will you buy it and for how much? What customer segments will you target and how will you actually reach them? How will you staff your venture? What partners are needed?

Winning entrepreneurs must be ready to launch a fulltime pilot as soon as possible. Funding will go to entrepreneurs who are ready to pilot and have a vision for scaling up over the next years.

## 5. **Be Bold**

We will invest in you not because you are going to change thousands of lives. We invest because we believe you have the potential to positively change millions of lives. The world has near-infinite need. You are an extraordinary person that has the capacity to create a tsunami around you.

Reach that potential!