



SLX

Introduction

This year's Student Leadership Exchange (SLX) SocEnt Project will be based on replicating a realistic environment within the business world, which is crucial for prospective entrepreneurs. Experience in interacting with business professionals (who will act as investors) will allow SocEnt students to gain an extensive understanding of a SEV's development process while incentivizing in-depth analysis of their chosen problems. SocEnt will require students to go through the design thinking process (Empathize, Define, Ideate, Prototype, and Test) at least once and present feedback or any gained knowledge from their testing phase. This will allow students to show how they will incorporate this feedback into future iterations of their idea.

The SLX project revolves around the MVP. Students will be given the option to create either a Wizard of Oz, Newsletter, or Video MVP that serves as a demonstration of their idea. They will be tasked to take their MVP to their target audience and engage in feedback methods (focus groups, surveys, interviews, etc.) to collect quantitative and qualitative data that can assist them in envisioning their SEV's next steps. Through their presentation, students must be able to demonstrate either the changes they will make to their MVP or their intentions of pivoting their product or service into something more beneficial to their community. This encourages students to actively engage in learning the evolving needs of their target audience, alongside being able to better take feedback and apply it to creative problem-solving. The presentation aspect of SLX this year also requires students to show their initial research and proof that the pain point and target audience are existent, some example or a clip of their MVP, SWOT analysis of their potential competitors, any public or private sector financial resources alongside their financial plans, and of course, the feedback and future plans for improving their SEV.

Unlike previous years, the SLX project will no longer be a formal presentation, but a series of pitches at a networking fair. Each student group will have their own booth (which most likely will be a Zoom breakout room) to present their MVPs and their gained feedback. Evaluators, who will be experienced VCs, investors, and entrepreneurs, will be assigned booths to attend. Using a provided rubric, they will score the presenters based upon their idea and performance. Evaluators will be provided with SocEnt bucks, a faux currency, to "invest" in a particular group's idea. Students will also be given SocEnt bucks (albeit less than the evaluators) to invest when they are free to listen to other groups' presentations. The group with the largest amount of invested SocEnt bucks will receive a prize. SocEnt bucks were created to emulate real-world investing and incentivize students to put in effort into their presentations.

The learning goals of this year's project are centered around business etiquette in pitching, feedback application, and target audience interaction. In past years, many students developed amazing projects without ever interacting or communicating with their target

audience. Through requiring students to implement and test an MVP, we are able to encourage and promote feedback method usage within their target audience, bringing SocEnt projects closer to the structure of SEVs in the real world. We also found in past years that students often developed their SLX projects similar to that of a school project, so developing pitching tendencies throughout the semester in preparation for SLX will improve students' presentation skills overall.

Objectives

1. PLACEHOLDER

Agenda

1. Introduction Session
 - a. Introduce "investors" and the event structure
 - b. Have students split into two major calls with breakout groups

Plan

- Give "investors" rubric for project evaluation
- "Investors" receive SocEnt bucks (find online platform that uses polling)
- Students also receive SocEnt bucks, but less than investors
- Students are tasked with creating a virtual MVP throughout the semester. They will give a pitch of their idea and present their results from their first design thinking iteration.
- There will be separate breakout rooms for each group, and investors/students can freely move around for each rotation. Links will be given a spreadsheet.
- 5-6 minute presentation, 3 minute questions, and students will present their ideas twice