

## World's Challenge Challenge Information Session

### What is the World's Challenge Challenge?

The World's Challenge Challenge (WCC) is a student pitch competition run out of Western University (London, ON). The WCC invites students from across Canada and around the world to offer solutions to global challenges. The mission of the competition is to bring together students from a wide range of institutions, cultures and continents to form a strong international network and create even greater potential solutions to significant global issues.

#### What is a pitch?

A pitch is a short presentation designed to give a summary of a problem or opportunity, your proposed solution, and your plan for putting the solution into action, including details about your team, implementation plan, and impact.

### Who can participate?

The WCC is open to teams of two to four members, ideally from different disciplines or faculties. You must be a current University of Calgary undergraduate or graduate student, full or part-time. In order to be eligible to participate at the Global Final in June 2020, teams must have a minimum of two members present in person and all team members who are present for the Global Final must participate in the competition.

### How does it work?

Choose a global challenge: Teams think of a global problem the world is currently facing. You are encouraged to explore issues that affect your own lives or challenges you feel passionate about. The topic selection is not limited, and a list of ideas has been put together to get you started.

- 1. Apply:** Teams complete an application including basic information about the challenge and proposed solution and submit the application by Jan. 10, 2019 at 4 p.m. (MST)
- 2. Semi-finals:** A maximum of 30 teams will be selected to present their solutions to a panel of judges at the UCalgary WCC semi-finals competition on Tuesday, Feb. 4 at BI 211. From there, six teams will be selected to present at the UCalgary WCC final competition.
- 3. Mentorship:** Each of the six teams selected to present at the finals will be paired with a mentor. The six teams will work with their mentors to improve, prepare and refine their presentations.
- 4. Finals:** The six shortlisted teams will make their presentations to a panel of judges at the UCalgary WCC final competition on Wednesday, March 4 at BI 211.
- 5. Global Finals:** The first place winner from UCalgary's WCC will attend the Global Finals at Western University for a week of mentorship and networking in June 2020 for the chance to win \$30,000!

### Pitch tips

- **Be clear about the problem you are trying to solve.** Your pitch needs to answer questions like:
  - What is the global problem, issue, or inefficiency you are solving?
  - Why is it a problem? What is the negative impact?
  - What is the target market for your solution? Is this a problem in particular types of communities? Does it involve multiple countries?
  - Consider telling a 'customer' story to demonstrate the problem and impact of your solution ex.) Sasha lives in a rural

community and does not have access to maternal and child health resources. She walks for three hours to reach the closest clinic. Our solution is ... so that Sasha can access the care she needs in her community.

- **Establish your credibility/qualifications.** Demonstrate that your team is knowledgeable and well suited to solve the problem. You might mention:
  - Your team's academic backgrounds
  - Practical experience and competencies in your field and with the problem you're solving, if any ex.) experience in a particular country; experience with relevant engineering methods or agricultural practices
  - Notable advisors or partners you work with who hold relevant credentials and experience, if any
  - Prior prizes or competition wins, if any
- **Briefly outline your plan.** Tell the audience how you will carry out your solution and
  - Define what the product or services is (your solution), the steps to develop the product or service, who it is being delivered to (your market) and how it is being delivered e.g.) is your solution shared through an app, a brick-and-mortar store, or a remote consulting agency?
  - Explain how the prize money will help you put your solution into action e.g.) further research and development, proto-typing etc.
- **Tailor your pitch to the audience.** The WCC judges have diverse experience and professional backgrounds.
  - Use plain, clear language as much as possible - think about how you would explain your solution to a grade 9 student.

- Avoid jargon and technical terms.
- Practice with people who are not familiar with the problem or your solution. If they can grasp your idea, you are in good shape.

- **Keep it short and sweet.** Your final WCC pitch will be 5-7 minutes.
  - Prioritize sentences and slides that provide essential context and explain the value of your solution. Save yourself from being cut off by trimming extra material.
  - Practice, practice, practice to get your pitch in under the time limit. Breathe! Cut out sentences and slides that do not provide essential context or bolster your value proposition.
  - Avoid presentation elements that may distract from the core ideas of your pitch ex.) videos and multimedia; dense or superfluous slide text

## References and resources

UCalgary WCC: [www.ucalgary.ca/uci/wcc](http://www.ucalgary.ca/uci/wcc)

WCC challenge ideas:

<https://uwo.ca/projects/worldschallengechallenge/about/ideas.html>

WCC scoring rubric:

<https://uwo.ca/projects/worldschallengechallenge/about/WCC%20Scoring%20Rubric%202019Final.pdf>

Pitching:

<https://www.moneycrashers.com/startup-pitch-competition-guide/>

<https://articles.bplans.com/9-things-that-take-a-pitch-from-good-to-great/>

Hunter Hub: <https://live-hunter-hub.ucalgary.ca/hunter-hub/what-we-do/resources/key-contacts-and-resources>

ATB Entrepreneur Centre:

<https://atbentrepreneurcentre.com/>