5:15-5:20pm  Welcome & Kick-off  Jamie Jones  SEEK Program

5:20-6:00pm  The Impact of Food Deserts  Mari Gallagher  Principle  Mari Gallagher Associates

6:00-6:15pm  Competition Overview  Competition Timeline  Question  Jamie Jones

Sponsored by:

www.kellogg.northwestern.edu/academics/seek/sustainability
Create a sustainable, healthy food economy in existing food deserts

The venture will both

create access to healthy food choices
AND
create a resilient and vibrant local community

Current efforts in this area, which include subsidizing neighborhood grocery stores, acceptance of government aid at farmers markets and urban gardening communities, address access to healthy foods; yet, few are successful in restoring economic vitality to the community. Simultaneously creating access to healthy food and a vibrant local economy is the right combination of ingredients for long-term change.
Proposals

• Address public policy issues
• Include a statement of objectives
• Evaluate similar efforts undertaken elsewhere and explain how concept significantly improves existing approaches
• Anticipate impacts on all stakeholders
• Outline organizational structure, resource requirements (money, personnel and tangible assets), budgets, sources of sustainable funding, etc.
• Articulate measurable criteria for success.

The best proposals should have high value added over current approaches, provide holistic solutions and offer a clear path to implementation.

Ideally proposals will have a “turnkey” quality: aside from financial backing, there should be no additional steps required to implement the proposal.
Form a team of 3-6

- Maximum 6
- Minimum 1, Maximum 3 Kellogg students per team
- Undergraduates cannot compose more than half the team
Healthy Food Access

Food Access + Vibrant Local Economy = Healthy Communities

Cross-disciplinary Team Formation Mixer
October 12, 2010
6:30pm to 8:30pm
Jacobs 2245
Form a team of 3-6

Conduct secondary research

- Start by accessing the research information provided on the NING network.
- Expand to other resources
Kellogg Social Entrepreneurship in Health and Wellness Challenge
Food Access + Vibrant Local Economy = Healthy Communities

What's your social impact? Enter the 2011 Kellogg Social Entrepreneurship in Health & Wellness Challenge to create a healthy food economy.

ahshek soni replied to Jamie N. Jones's discussion 'Individual Seeking a Team' on Friday.

Theadora Sakata replied to Jamie N. Jones's discussion 'Individual Seeking a Team' on Thursday.

Kelly Runse Kaye replied to Jamie N. Jones's discussion 'Individual Seeking a Team' Members Needed' on September 21.

Emily Bello replied to Jamie N. Jones's discussion 'Team Members Needed' on September 21.

Develop a business plan that not only addresses the challenges of healthy food access but also builds a vibrant local economy and win the Alexa Van de Walle and Henry F. Oxley Prize of $7,000. Multidisciplinary teams from across Northwestern University are invited to participate. The two top teams will pitch their business concept to a panel of distinguished judges and Kellogg alumni on May 11, 2011.

For details about the competition visit the official website.

October 7 Thursday Food Access Information Session
October 7, 2010 from 5:15 pm to 6:15 pm - Jacobs Center Room 101

October 12 Tuesday Multidisciplinary Team Formation Networking Mixer
October 12, 2010 from 6:30 pm to 8:30 pm - Jacobs Center 2245

http://kellogggfoodaccess.ning.com/?xgi=2iBApPFVetFapM
1. Form a team of 3-6
2. Conduct secondary research
3. Brainstorm with your team
4. Call 3-4 mentors to better understand current policy and best practices
Mentors

1. City Farm
2. Centered Chef
3. Feeding America
4. Illinois DECO
5. PepsiCo
6. USDA
7. Big in Green
8. Center for Urban Transformation
9. Conscious Planet Media
10. Purple Asparagus
11. Chicago Botanic Garden
12. Sweeetwater Organic Community Farm
1. Form a team of 3-6

2. Conduct secondary research

3. Brainstorm with your team

4. Call 3-4 mentors to better understand current policy and best practices

5. Refine ideas with diverse team

6. Call 3-4 more mentors and other experts to vet and expand idea

7. Let's your idea take life
Executive Summary
Maximum 7 pages
Outlines the business opportunity, social impact, competitive strategy, approximate market size, operational plan and preliminary financial model. (cover page and 2-pages of exhibits are permitted) Submit at PDF

Video Pitch
Maximum 3-minutes in length
Pitch to potential investors highlight innovation, model and financials
Be creative, but make certain you communicate the opportunity and social impact.

Business Plan
No Maximum, but concise communication is valued
Inclusion suggestions available on website. The best proposals should have high value added over current approaches, provide holistic solutions and offer a clear path to implementation.

Presentation
15min presentation & 15min Q&A
Pitch to high profile judging panel including Salman Amin, Vicky Escotera
Executive Summary

Video Pitch

Business Plan

Presentation

$7,000

Round 1: Feb 14th 5pm
Round 2: Nov 17th 5pm
Round 3: April 22nd 5pm
Round 4: May 11th 5pm

≤15
≤6
2

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<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>October 12, 2010</td>
<td>6:30-8:30pm</td>
<td>Cross-functional Team Formation Networking Mixer</td>
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<tr>
<td>October 18, 2010</td>
<td>5:00pm</td>
<td>Team Registration Deadline</td>
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<tr>
<td>November 17, 2010</td>
<td>5:00pm</td>
<td>Executive Summary Due in PDF Email <a href="mailto:jamie-jones@kellogg.northwestern.edu">jamie-jones@kellogg.northwestern.edu</a></td>
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<tr>
<td>February 14, 2011</td>
<td>5:00pm</td>
<td>3-minute video pitches due Submission Instructions TBD</td>
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<tr>
<td>April 22, 2011</td>
<td>5:00pm</td>
<td>Business Plans Due in PDF Email <a href="mailto:jamie-jones@kellogg.northwestern.edu">jamie-jones@kellogg.northwestern.edu</a></td>
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<tr>
<td>May 11, 2011</td>
<td>5:30pm</td>
<td>Final Presentations Weiboldt Hall, Chicago, IL</td>
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