



# Make Change Happen.

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## THE FOUR INGREDIENTS

There are four ingredients that a business needs a lot of in order to scale quickly. They need talent, funding, connections and awareness.

If one wonders how Elon Musk is able to launch massive businesses quickly, it is because beyond “good ideas” he has these four ingredients in abundance. Anyone who could would want to work for him (talent supply), he has financial resources and willing investors lined up (funding), he is hyper-connected and can get in touch with anyone at any time within minutes (connections), and everything he does becomes an international headline the same day (awareness).

The Breakout Project is an “innovation kitchen”. The Breakout Project is designed to bring these four ingredients together, on a massive scale and quickly, to give projects everything they need to rapidly accelerate the process to achieve world-changing results.

### 1. Attracting Talent

The Breakout Project will be attended by thousands of people. Many more, perhaps hundreds of thousands will be watching the live streams and connecting into the collaboration platform online. Anyone, anywhere, can offer their time and expertise to any project. This might be a few volunteer hours, or an offer to work for the Team full-time.

Teams will also be able to post jobs outlining specific skills sets and tasks they require.

As the online environment for each team lives on after the event, The Teams will continue to attract and coordinate talent throughout the year as they work toward their goal. And we expect many part-time and full-time jobs to be created as a result.

### 2. Sourcing Funding

Just as anyone can offer their time, they may also offer funds toward any project. Paid online through our collaboration platform, attendees onsite and online will offer micro-donations, and perhaps larger sums so that the Teams can build out their projects.

Again, since the online platform will continue to be a place where Teams update us all on their progress, they will continue to crowdfund their projects throughout the year.

### 3. Making Connections

The event is made to get people together. Many connections will be made throughout the event both in person and online. The online collaboration platform will show profiles of all attendees, team members, speakers and others; and functionality will allow for people to connect and converse in this environment.



Throughout the event, we will present challenges to the Teams and audiences. Among these challenges will be contests encouraging Teams to attract the high-profile and strategic connections they will need to achieve project success. Need to meet with the CEO of a company with a key technology? Need a celebrity endorser? Need 1000 committed buyers of your product? The audience, online and off, will work to make those connections happen.

#### 4. Building Awareness

Imagine having 20 huge fans of your business telling everyone they know about it. Imagine them having the information they need in their hands, and a place to send their contacts to learn more, get involved, and donate funds to causes they are actively involved in.

Now imagine there were 1000 fans like this! If every project supporter tells 100 people about the project, and each of those tells 10 more, a Team would have 1 million people aware of their effort within 48 hours. This would be every entrepreneur's dream. And a good one, would know exactly what to do with this kind of awareness.

#### Adding Fuel to the Fire

Why would anyone want to donate time, money, connections and energy to a project? Well, the fact that each Team is trying to build a massive project that will provide demonstrable change to the world could be inspiration enough, but The Breakout Project is designed to get people even more excited, more informed, and more involved.

We have a line up of amazing speakers who will be presenting TED-style talks to the audience. They will also engage in panel-style interviews with successful entrepreneurs, celebrities and Team leaders.

Further, we have planned events within the event, to get people moving, connecting, laughing, thinking, sharing, selling, and celebrating.

On Thursday, May 11th, attendees may choose to join the Downtown Kingston Discovery Event. This event, designed and executed by Improbable Escapes will allow all attendees to discover our beautiful city by solving puzzles as they work their way around the city meeting actors who will explain its history and charm in a new and edgy way. Those who complete the challenge will be given a cash prize that they can donate to any Team of their choosing.

Also, this day attendees will also be encouraged to connect with retailers, pub and restaurant owners to ask them to give a portion of their day's sales to the project they support. Attendees will then drive customers to these locations to drive funding to their favourite projects.

And then, in the evening, all of the pubs downtown will be "**painted Breakout purple**". Attendees will migrate between pubs, perhaps gathering at the one that is donating a portion of its revenue to the project they support the most. This might even make any given pub somewhat like the first "company retreat" for the Team, with all of its members there to celebrate the cause.

At the end of the event, we will all gather in Springer Market Square to hear from one more amazing speaker, hear a final call for time and money offerings, see who tops the online leaderboards, and then rock out with The Sam Roberts Band.

All of this excitement, using all five senses, will see that the audience is charged up, has an experience of a lifetime and helps make The Breakout Project the world's first **Innovation Kitchen**.