



# The Breakout Project Team Information

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THE BREAKOUT PROJECT

**Make Change Happen.**

May 10–12, 2017

# About The Breakout Project

## The Movement

In May 2017, participants will compete in our country's biggest social innovation event hosted in Kingston, Ontario. In just 48 hours, teams will work around the clock to kickstart social good projects designed to improve our community, society and planet. Thousands of attendees will rally behind teams while millions more will show their support online through social media and live stream video.

This is The Breakout Project.

## The Game Plan

Each social enterprise project will work around the clock for 48 hours to raise the human and financial capital required to take their project from ideation to completion in just one year.

The Breakout Project will be broadcast live online in a reality TV format. The live streaming combined with the power of social media means that our global audience can be more than just spectators — they can be active participants sharing their own knowledge, capital and connections to support the teams they believe in.

Renowned speakers, experts and investors will interview and mentor teams from a live main stage at the event. Attendees will network and have the opportunity to learn from industry leaders as they support competing teams.

## The Resources to Make Change Possible

Our online platform and media support team will communicate and engage supporters allowing them to contribute their financial and human capital to favoured projects. Attendees can donate a portion of their ticket value to the projects of their choice through an online wallet.

In addition, The Breakout Project is supported by Ontario150 who awarded our initiative with a grant and will add the event to the list of provincially supported initiatives in celebration of Canada's 150th anniversary. It's a celebration of our human ingenuity, our ability to make a difference, our social innovation prowess.

## A Breakout Year

Projects will receive donated funds to continue their initiative throughout the year. Supporters can follow along with their favourite team's progress, successes and impact. In 2018, we will gather again to celebrate achievements and kickstart a new crop of projects.

# The Callout

## Here's Where You Come In

Yes, YOU. A collective of fearless innovative minds. Thought leaders, planners, organizers, communicators, designers, engineers, makers and doers. Your team has both talent and vision. This is your opportunity to showcase your savvy and skills.

We are calling on teams – from large and small organizations across all sectors – to use your expertise to attract and mobilize masses of like-minded supporters to drive world-changing projects.

Is your company, organization or institution ready for the challenge of sending or sponsoring a team? Are you ready to help make change possible and have lasting impact?

## What is a “World-Changing Project”?

A project that aims to make change possible in our community, society and planet. This is your team's best shot at tackling issues that we face today. We are looking for projects that disrupt the status quo and create social impact.

While your project concept will be up to you, here are some examples around what a project could look like. Consider the following:

### Example 1: An Online Education Company

**Idea:** What if we build a learning portal accessible to low-income farmers to access crop and seed information in an easy-to-digest, global way regardless of education and knowledge level?

**Insight:** By helping farmers grow food smarter no matter where they are, we would be increasing world food security.

**Driving Results:** In order to make this work, we need business experts to contribute content, translators, e-Learning specialists, gamification experts, marketers, and \$300,000.

### Example 2: A Pump Manufacturer

**Idea:** How can solar and water purification technology be combined to produce affordable pumps in locations where reliable electricity is hard to come by?

**Insight:** By providing affordable access to portable, reliable clean water we increase the health and well being of millions around the world.

**Driving Results:** In order to make this happen we need partnerships with companies with advance solar and water purification technologies, distribution channels, manufacturing solutions, marketing materials in multiple languages, local not-for-profit partners, and \$500,000.

These two projects may require massive resources, broad attention, key influencers, strategic partners, and even a bit of luck. These are the types of projects that will inspire audiences and provide real positive change to our planet. They need a spark that will ignite the chain reaction necessary to take projects from concept to reality.

# Why Participate?

By being part of The Breakout Project, your company, organization or institution can achieve a number of goals in one fell swoop:

- » Build brand awareness and exposure.
- » Increase your network and attract talent to your organization.
- » Drive investment.
- » Showcase your talent, technology, product or service.

No matter your reasons, The Breakout Project promises to be an incredible team-building experience.

# The Logistics

## How Does it Work?

You will bring your talent, technology and resources, but you will need help. The Breakout Project is designed to give you the help you need *en masse*.

At the event, you will be given the tools you need:

- » Your own workspace – a room adjacent to the main presentation square where the main stage and primary crowd assembly will be hosted.
- » Your own workspace and equipment.
- » Your own online HQ via The Breakout Project Collaboration Platform – a live feed camera to the world.

From here, you will kickstart your project.

## The World is Yours

We are bringing the world to YOU. We are rallying supporters and all you have to do is capture their attention. You will have access to thousands of people eager to help right in front of you and millions more online.

You will have three primary vehicles for attracting and coordinating these resources:

- » The Breakout Project Collaboration Platform
- » The Main Stage
- » Audience Challenges

## The Breakout Project Platform

You will have an online “HQ” for your project. This platform will host your live feed and allow you to:

- » Share files
- » Post updates
- » Vet the skills of online and offline supporters who are donating their efforts towards your project
- » Track your donations

## The Main Stage

Throughout the event, the main stage will host interviews and panel discussions moderated by renowned speakers, experts and investors. Broadcast live online, this stage is forum to present your project and any related updates.

A live leaderboard next to the main stage and online will track the dollars and hours raised by your team for your project.

## Audience Challenges

Throughout the event we will present challenges to the teams and the audience. These challenges are designed to boost awareness and earn additional funding through participation. These fun challenges may include (but not limited to); crowd activations, social media campaigns, pitch competitions, and local guerilla marketing campaigns.

## How is Success Measured?

Your goal over the 48-hours is to attract the human and financial capital required to launch your project to make it a reality in the year following the event. The metrics that will drive your team's efforts will be hours contributed and funds pledged to your project. Both will be tracked on a live leaderboard.

## How Does A Team Win?

Every team wins.

Even more so for the teams whose projects can gather enough momentum and resources to take their work from concept to completion.

But the ultimate winning team – the group whose project attracts the most financial and human capital – will be announced on closing night at a public concert in Kingston's Springer Market Square. The event winners will receive additional funds and support to fuel their project over the following year.

## What's This All For?

The live event may end within 48 hours, but your project will just be beginning.

The support from The Breakout Project, event attendees and online supporters will continue. Your online HQ will remain live to the world, so that you can continue to raise financial and human capital, post project updates and engage with your new worldwide audience.

In 2018, you will be invited to return. We will ask the world to vote for the project that has made the most positive impact on the world and will provide yet another financial contribution to continue building out the project.

This is a journey of a lifetime and it begins in 48 hours at The Breakout Project. The story of how we change the world is up to you to write.

## What's in it for Me?

The Breakout Project is a once in a lifetime experience. As a team member at The Breakout Project, you will:

- » Meet thousands of inspiring and talented people from all disciplines
- » Connect with investors, influencers, thought leaders, and business celebrities
- » Have the opportunity to be mentored and coached through our learning streams
- » Access to VIP lounge and interact with best and brightest minds
- » Access to all of the food and drink you need to sustain your energy levels
- » Utilize the team lounge with beds and relaxation services
- » Participate in event activities including nightlife, downtown events, learning streams, fun challenges, and brand activations

The Breakout Project experience will be memorable and a team-building experience of a lifetime.



# The Nitty Gritty

## How Do We Apply?

You can apply online at:

<https://www.thebreakoutproject.com/get-involved/team-registration>.

The Breakout Team will review applications as they are received and advise you of the status of your application within days of its receipt. We have limited positions and reserve the right to accept or decline applications as we see fit.

There are no costs associated with submitting a team application.

## When Do We Arrive?

Your team is asked to arrive in Kingston on Tuesday, May 9, 2017 so that you can receive the proper orientation and coaching prior to the event running from Wednesday, May 10, 2017 to Friday, May 12, 2017.

## What Prep Work Can We Do Before The Event?

You may prepare your activities and “plan of attack” but you may not prepare any files prior to the event. Posting or use of pre-existing documents may lead to your expulsion from the event. In addition, your team may also fundraise prior to the event’s start as outlined in “What Does It Cost To Participate?” section below. Once accepted, your dedicated Team Organizer will be in touch to work out all the details with you.

## What Does It Cost To Participate?

There is no direct cost for the core team of 6 to 10 participants. However, we ask that each team raise \$2,500 in sponsorship funds, which is the minimum amount a project can start with. The more sponsorship funds you raise before the event, the better your head start.

Project sponsorship contributions can be collected by:

- » Direct contributions made by your teammates
- » Donations collected through fundraising efforts
- » Corporate sponsorship
- » Event sponsorship – to learn more about these opportunities, visit: <https://www.thebreakoutproject.com/get-involved>

We will work with you and your team to help you get to the minimum entry level, where required. This contribution must be available once your team is accepted.

## What Costs will We Incur?

You will be responsible for booking your own travel and accommodations. Teams may decide not to book rooms on the nights of the event, but we have partnered with Kingston Accommodation Partners to provide negotiated rates: <http://www.visitkingston.ca/the-breakout-project/>. The Breakout Project will cover other expenses including food, beverages and shuttle service.

## How Should We Best Organize Our Team?

Your team must have a minimum of 6 members and maximum of 10. We suggest your team comprise the following key positions (likely to be filled / held by more than one person):

- » The Leader – ensures the team keeps eye on the prize and stays on track towards ultimate goal
- » The Communicator – orchestrates a strategic marketing plan
- » The Techy – managing any of the technical and engineering needs
- » The Spokesperson – the central point of contact to the outside world, takes to the main stage to conduct interviews
- » The Project Manager – the one with the clipboard, organizing the project and steering work both at the event and afterward
- » The Talent Manager – vetting and onboarding people who wish to contribute time to your project

We will work and coach your team to face the challenges of working with hundreds of attendees and managing an online platform. These are valuable skills that every team member will bring back to the workplace.

## Will We Have Support from The Breakout Team?

Absolutely! Once your team is confirmed to participate, you will be assigned a dedicated Team Organizer by The Breakout Project. Your Team Organizer will coordinate your experience before, during and after the event ensuring you have all that you need to succeed. This will include assistance with booking travel, sourcing equipment, arranging interviews, online platform training, and anything else that is required to set your team up for success.

## How Do We Use The Time & Services Donated By Event Attendees?

The Breakout Project Collaboration Platform will offer a tracking tool for you to source or solicit talent, as needed. The tool will also log hours put towards your project so that you can promote the efforts of your contributors.

## What If We Don't Raise Enough Financial & Human Resources to Carry Out Our Project?

We will require that you raise a minimum of \$10,000 in funding to proceed with your project past the 48-hour competition. You may also choose to post a minimum amount that you require to launch the project after the event.

In the event you are unable to attract the necessary capital or your team chooses not to proceed, donors will be given 30 days to re-allocate their financial contributions to other projects. Donations that remain unallocated will be absorbed by The Breakout Project to further develop the platform for future projects.



# When Do We Receive the Funds That Are Donated to Our Project?

After the 48-hour event, we will ask you to submit your key planning documents that outline your project plan and proposed use of funds. After 30 days, we will release 50% of the funds you have raised to propel your project. The remainder of the funds, and any that are donated after the end of the event, will be released in increments that correspond with your funding needs according to your project timelines and milestones.

We will retain 10% of all donated funds as an administration fee to cover processing and ongoing costs associated with supporting teams. An additional 10% of donated funds may be retained to award to teams who win challenges, raise the most capital or who are voted as having provided the most impact to the planet after one year.

You will be required to post updates regarding your project on your Online HQ on The Breakout Project Collaboration Platform.