

May 5, 2008

Dear Applicant,

It is my pleasure to extend an invitation for applications to the **Democracy 2.0 Entrepreneur Grant Summit, Money in Politics**, to be held July 18-21, 2008, in Denver, Colorado. In partnership with The Sunlight Foundation and Common Cause, Mobilize.org is seeking innovative projects focused towards clean election practices at the local, state, and national level. Mobilize.org is an all-partisan network dedicated to educating, empowering, and energizing young people to increase our civic engagement and political participation. We work to show young people how our lives are impacted by public policy and, in turn, how we can impact public policy.

The Money in Politics Summit presents members of the Millennial Generation with the opportunity to identify a need in the local, state, or national political arena, develop an idea or solution that would address that need, and present a proposal for funding. The various grant summits we hold around the United States exemplify Democracy 2.0, the theory of change that is the foundation of the work that Mobilize.org engages in with members of the Millennial Generation. Our theory of change starts with the individual citizen identifying problems at the local, state and national levels. Once problems are identified, citizens must engage in conversations searching for innovative solutions to the problems they have identified.

Mobilize.org seeks to take the individual past the deliberation stage, enabling members of the Millennial Generation to implement their solutions. Through the success of citizen-generated initiatives, Mobilize.org's end goal is to institutionalize citizen-generated solutions as a staple of American governance at all levels.

Competitors in the Democracy 2.0 Entrepreneur Grant Summit must advance a new solution or approach to the money in politics problem—one that will change the pattern in the field of civic engagement. Winners will each receive a grant, between \$3,000 and \$5,000 and will receive the support of Mobilize.org and its partner network to champion their proposal, creating systemic and sustainable change in the way elections are administered. The application period for the summit will open on May 1, 2008. For more information, please visit www.mobilize.org or contact the **Money in Politics** coordinators at info@mobilize.org.

Maya Enista
Chief Executive Officer
Mobilize.org

Democracy 2.0 Entrepreneur Grant Summit Rules and Guidelines

Mobilize.org is seeking to recruit applicants between the ages of 18 to 28 years old. Applicants must bring proposals to the summit that are fully developed and must be prepared to pitch proposals to a board of experts.

These ideas will be evaluated against existing projects and initiatives, as Mobilize.org is focused on the real “change potential” afforded by the projects it selects to fund in 2008. The selection process, as arrived at by both a panel of expert judges and the peers of competition participants, shall include:

Relationship to Democracy 2.0 (50%)
Use of Innovative Technology (20%)
Creativity / Entrepreneurial Idea (15%)
Social Impact of the Idea (10%)
Plan for Sustainability (5%)

Competition Framework

The **Democracy 2.0 Entrepreneur Money in Politics Grant Summit** aims to bring together thought leaders and entrepreneurs from around the country to deliberate and take action on issues concerning the influence of Money in Politics.

The first day of the Summit is a combination of interactive voting sessions, “deep dive” discussion sessions, and competitive rounds. Round #1 consists of the submission of a letter of inquiry and final proposal materials. These materials will be assessed, scored, and ranked by the Democracy 2.0 Entrepreneur “Board of Directors.”

Round #2 of the competition consists of one-minute “pitch” sessions to a panel of expert judges. This panel will compile scores on the oral pitches. The combination of scores from Rounds #1 and #2 will determine the order of presentation for Round #3, taking place in front of the collective assembly of participants.

Round #3 is a peer-assessed round, where participants will utilize electronic keypad voting technology to assess proposals. Team rankings will be shared with the entire assembly. Each team will have three minutes to make a pitch to the audience and may use up to 10 PowerPoint or Keynote Slides. The pitch must be an original concept, created by the presenter(s).

Teams that advance from Round #3 will receive 2 days of expert mentoring, Mobilize.org staff training, and coaching to refine both their proposals and presentation skills. These two days consist of working sessions, guest speakers, and social events. Guest speakers, social events, and opportunities to get feedback on proposals are open to all conference participants, regardless of whether they have advanced to the final round.

In the final round, each team will have five minutes to make a pitch and may use up to 15 PowerPoint or Keynote Slides. A panel of expert judges will make a final decision as to the recipients of grant funding. The competition will end with an awards lunch and keynote presentation.

Finding Team Members and Projects

To find a project or teammates, individuals can use the Democracy 2.0 Entrepreneur Wiki Space. Teams can view individual and team profiles, share ideas, and connect prior to the Summit. This wiki space can be found at [insert web address].

Entrant Requirements

- 1) Entrants must meet the following criteria:
 - a. Be between the ages of 18 to 28 years old; and
 - b. Be a new entrepreneur (started a venture for less than one year (as of May 1, 2008, and have received less than \$25,000 in the amount of funding).
 - i. Mobilize.org is looking for entrepreneurs who have a new program or a new idea. The ideal person who would attend a summit would be an Individual with an idea, an individual with a passion for the issue and wants to join a team, or an individual who is part of a formed team willing to accept new members.
- 2) Each individual will submit a 300-400 word summary of the idea they would like to pitch or a detailed summary of why they would like to address a particular issue, demonstrating an expertise/interest in the issue.
- 3) Additionally, on a business size card, each participant is required to supply the following biographical information on one side.

Biographical Information

Name
"Title" (How They Designate Themselves, i.e. "Student," "Professional")
Organization/Affiliation (Company, Organization, or School)
Address
Phone Number
Email
Website (if applicable)

- 4) In addition to materials pitching each team or individual proposal, Mobilize.org requires each applicant to develop a two-minute elevator pitch, explaining how they will contribute to the Summit as an individual participant.

Elevator Pitch

Two sentences on how you are already a Democracy 2.0 Entrepreneur OR how you could become one through your participation in this event.

Mobilize.org welcomes the submission of supplemental materials that teams or individuals feel necessary to explain their projects.

Team and Proposal Requirements

- 1) Proposals can be either a non-profit, for-profit, or hybrid model. All plans must demonstrate sustainability and a relationship to Mobilize.org's theory of change, Democracy 2.0.
- 2) Teams with diverse composition are encouraged. Strength in diversity can be measured by educational background, work experience, race and ethnicity, and political affiliation amongst a host of other factors.
- 3) If a team is coming from a college or university, faculty advisors are welcome to attend, but are responsible for their own costs. Advisors can only play an observer role in the summit.
- 4) There is no required size for a team. Please bear in mind feasibility when deliberating team composition.
- 5) Only one proposal can be submitted per team or individual.
- 6) Teams may participate in other competitions. We ask that teams disclose if they have been the recipients of other grant monies in the last year.
- 7) Each proposal submitted must make significant use of new and innovative Web technologies to increase participants' awareness of the problem and mobilization around the proposed activities. This would include use of many databases offered by the Center for Responsive Politics (opensecrets.org), the National Library on State Money and Politics (followthemoney.org), OMB Watch (fedspending.org), the earmarks databases of Taxpayers for Common Sense (taxpayer.net/), as well as the APIs offered by the Sunlight Foundation. (SunlightFoundation.com).

Team and individual eligibility will be assessed by the Democracy 2.0 Entrepreneur Panel of Experts. The Board reserves the right to determine final eligibility to attend the Summit.

Submission Format

1. Proposals should include the following sections:
 - a. Letter of Inquiry (See Description)
 - b. Executive Summary
 - c. Business/Organizational Plan
 - i. Please see guidelines provided regarding well-developed proposals.
2. All executive summaries and proposals should be sent via email to summit@mobilize.org. Please only email one document per team.
3. Plans are draft plans. They can be modified prior to the competition, but must be resubmitted in hard copy during the Team Submission window on the first day of the competition. You must make the Summit Team aware of any changes to your proposals or the addition/subtraction of team members during the Team Submission window.
4. Required Format
 - a. Document type: Microsoft Word. If using a Mac, please make sure you use a “.doc” extension.
 - b. Document size: 3 MB maximum
 - c. Document page size: 8.5” x 11”
 - d. Pages should be numbered.
 - e. Layout
 - i. Title Page
 - ii. Table of Contents
 - iii. Executive Summary
 - iv. Body of Proposal
 - f. Limits
 - i. Executive Summary: 5 pages maximum
 - ii. Body of Proposal: 20 pages maximum
 - iii. Appendices: Proposals may include up to 15 pages of supplemental materials, such as graphs, charts, methodology, etc.

DEMOCRACY 2.0 ENTREPRENEUR PROPOSAL GUIDELINES

A developed proposal will address the following:

Democracy 2.0 Entrepreneur teams must address the following guidelines. Proposals are evaluated on their ability to meet these criteria.

1. **Assessing the Need:** An analysis of the social issue and its affected population.
 - a. Does the proposed venture address a significant and critical social problem?
2. **Well-defined Target:** Characteristics of the market and targeted population.
 - a. Does the proposed venture adequately describe the problem it hopes to address and have defined parameters within which it plans to operate?
3. **Management:** An assessment of the entrepreneur(s) and team.
 - a. Does the entrepreneurial team possess the skills and experience required to translate the plan into action?
 - b. Can they demonstrated the passion, commitment, and perseverance required to overcome inevitable obstacles?
4. **Creativity:** A demonstration that the proposed solution displays a unique approach.
 - a. Does the proposal approach the social problem in an innovative, exciting, and dynamic way?
5. **Feasibility:** A demonstration that the venture can be successfully implemented.
 - a. Does the initiative aspire towards clear, realistic and achievable goals, while thinking big?
 - b. Can it be implemented effectively?
6. **Planning:** A clear and well-defined strategy to achieve objectives and goals.
 - a. Are there clear and coherent schedules, milestones, objectives, and financial plans?
7. **Operations:** How the product or service will be physically produced and distributed.
 - a. Has adequate attention been given to the way in which the product or service is to be produced and/or delivered?
 - b. Do they have, or can likely secure, the resources required for production?
 - c. Will they be able to operate competitively and grow?
8. **Sustainability:** Long-term prospects for viability and success.
 - a. Does the proposed venture include adequate strategies for fundraising and income generation?

- b. Does it consider the different dimensions of financial and social sustainability in a conscientious manner?
9. **Social Impact:** The value that the new venture will bring to society.
- a. How will the implementation of this social venture benefit the community and the multiple stakeholders involved?
 - b. Is there the potential for significant social impact and engagement of the broader community?
10. **Presentation:** Overall effectiveness of the actual presentation.
- a. Did the presenter(s) engage the audience and hold their attention?
 - b. Did the presenter(s) appear to speak with confidence authority?
 - c. Were visual aids (i.e. PowerPoint slides) clear and valuable?
 - d. Was the pitch exciting and compelling?
 - e. How efficiently did the team allot their time?

PRESENTATION FORMAT

Presentations are limited to 3 minutes from Round #3 and 5 minutes for Round #4. Judges have three minutes to ask questions after each presentation.

- 1) Please use Powerpoint or Keynote. While audio/visual equipment will be provided for each team's presentations during Rounds #3 and #4 of the competition, teams and individuals are responsible for their own computers.
- 2) In addition to presentation slides, teams and individuals should make sure to prepare either slides or other materials to answer questions for the judges and audience.
- 3) The Mobilize.org staff will request a copy of each presentation prior to Rounds #3 and #4.
- 4) Please see our suggestions for presentations. Guidance will be provided to teams who advance to Round #4.

SUMMIT TECHNOLOGY

Please bring laptop computers with you to the competition. The Summit Team is working to coordinate Internet access for participants. During practice sessions, the only computers available for use will be the ones you bring to the competition.

All other technical support you need for your presentations, besides the LCD projector, is each individual and each team's responsibility.

TEN QUESTIONS A PRESENTATION SHOULD ANSWER

During a Democracy 2.0 presentation, we want teams to address the following questions as completely as possible. Our goal is to have the teams move past a general idea to a concise concept, a clear model, and a demonstration that they can actually make it happen.

1. What's the **PROBLEM**?
2. What's your **SOLUTION**?
3. Who is the **TARGET** and how large is the **MARKET**?
4. Who is the **COMPETITION**?
5. What makes you so **SPECIAL**?
6. What's your **ECONOMIC MODEL**?
7. How exactly will you achieve **MEASURABLES/SUCCESS**?
8. Have you assembled a qualified **TEAM**?
9. How will you secure required **RESOURCES**?
10. What are you proposing for an **INVESTMENT**?

Application

Democracy 2.0 Entrepreneur Grant Summit Money in Politics

Each team member or individual must sign an application.

I am submitting an entry to the 2008 Democracy 2.0 Entrepreneur Grant Summit, Money in Politics. I have read and fully understand the rules provided with respect to my participation in the Summit. I acknowledge that the administration of the competition and the outcome of the grant recipients is at the discretion of Mobilize.org and the expert panel of judges as stated in the Democracy 2.0 Entrepreneur Grant Summit materials.

In the course of my participation, my team shall submit a proposal for evaluation. The proposal will contain ideas and concepts that were created by person or my team. I acknowledge by submitting my proposal to Mobilize.org and its partner organizations that my proposal may be reviewed to see if these organizations maintain any interest in the ideas contained therein.

I understand that the judges for the competition will be acting in a private capacity and are not agents of Mobilize.org or its partner organizations, The Sunlight Foundation and Common Cause. The judges' opinions and evaluations in the competition will be final.

Names of Individual/Team Members:

Name	Signature
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Name	Signature
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Name	Signature
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Name	Signature
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Name	Signature
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Name of Your Project: _____

Applications with accompanying materials are due by June 15, 2008.

Make sure you have included:

A Completed Application
Resume or Statement of Purpose
300-400 Word Summary
Biographical Information Card
Elevator Pitch
Initial Proposal Materials

Please send materials to:

Mobilize.org
1133 19th Street NW, 9th Floor
Washington, D.C., 20036.

If you have any questions, please contact us at summit@mobilize.org or 866.MOBILIZE.

ENTRANT INFORMATION

Name: _____

Date of Birth: _____

Address: _____

State: _____ Zip Code: _____

Email Address: _____

Primary Phone Number: _____

High School: _____

College/University (If applicable): _____

Activities/Organizations/Professional Affiliations: _____

Employer(s) (If applicable): _____

Application Type: (Circle One)

TEAM INDIVIDUAL

If a team, please state your project name: _____

In addition to the above information,
please include a current resume or statement of purpose.

Please remember to include your 300-400 word summary, your biographical card,
and your elevator pitch with your application materials.

GENERAL TIMELINE

May 1, 2008	Democracy 2.0 Entrepreneur Money in Politics Grant Summit Application Period Opens
May 8, 2008	Money in Politics Issue Brief is Released for Participants and General Public Wiki Space for Democracy 2.0 Entrepreneur Launched for Participant Use
May 15, 2008	Revised Schedule of Events #1 Posted
June 15, 2008	Team and Individual Application Deadline
June 20, 2008	Team and Individual Participants Announced Mentors are assigned to individuals and teams
July 1, 2008	Revised Schedule of Events #2 Posted
July 18-21, 2008	Democracy 2.0 Entrepreneur Money in Politics Grant Summit Sponsored by: The Sunlight Foundation Common Cause

SUMMIT SCHEDULE OF EVENTS

<u>Thursday,</u> <u>July 17, 2008</u>	Summit Participants arrive in Denver Location:
Afternoon-Evening	Mobilize.org Summit Team will be available at this hotel to answer questions and handle issues prior to morning registration.
<u>Friday,</u> <u>July 18, 2008</u>	Democracy 2.0 Entrepreneur Money in Politics Grant Summit Begins
8:00-9:00 a.m.	Registration
9:00-10:00 a.m.	Keynote Address and Continental Breakfast Location: ***Mandatory attendance for all Summit participants.*** Business attire.
10:00-10:15 a.m.	Morning Break
10:15-12:00 p.m.	Money in Politics Thought Leaders Session Location: Summit participants engage in interactive polling process and group dialogue on the issues concerning Money in Politics.
12:00-1:00 p.m.	Issue Deep Dive Session #1 Locations: Thought leaders session on MIP Issue.
1:00-2:00 p.m.	Lunch and Networking Session Summit participants get opportunity to meet other participants, partners, and mentors. Business attire.
2:00-3:00 p.m.	Issue Deep Dive Session #2 Locations: Thought leaders discussion on MIP issue:
3:00-4:00 p.m.	Best Practices Exposition

	<p>Location:</p> <p>Presenters from across the country share best practices for clean elections as well as tools and techniques that can be integrated into projects.</p>
4:00 p.m.	<p>Formal Team Submission Window Opens</p> <p>Teams must create formal letters of inquiry to the Democracy 2.0 Entrepreneur Board of Directors describing their project. These letters of inquiry will form the basis of team rankings going into the initial “pitch sessions.”</p>
5:00 p.m.	Letter of Inquiry Deadline—Competition Round #1
5:00-6:00 p.m.	Dinner Break
6:00 p.m.	Team Rankings Announced
6:15 p.m.	<p>One Minute Pitch Sessions with Mentors and Experts—Competition Round #2</p> <p>Each team will have one minute to pitch their proposal to a Panel of Expert judges.</p>
7:00 p.m.	<p>Democracy 2.0 Entrepreneur Grant Summit—Competition Round #3</p> <p>Open voting session on proposal presentations by collective assembly of participants.</p>
9:00 p.m.	Finalist Teams Announced
<u>Saturday,</u> <u>July 19, 2008</u>	<p>Democracy 2.0 Entrepreneur Grant Summit Working Sessions</p> <p>***Mandatory attendance for all teams***</p> <p>Casual attire</p>
10:00 a.m.- 12:00 p.m.	Mentor Session #1: Team Interviews
12:00-1:00 p.m.	Lunch Break
1:00-3:00 p.m.	Mentor Session #2: Proposal Evaluations
3:00-4:00 p.m.	Afternoon Break

4:00-5:00 p.m.	Mentor Session #3:
7:00-9:00 p.m.	Democracy 2.0 Entrepreneur Reception Business/Formal Attire
<u>Sunday,</u> <u>July 20, 2008</u>	Coaching Rounds ***Mandatory attendance for all teams*** Business Casual attire
10:00 a.m.- 12:00p.m.	Keynote Lecture and Brunch
1:00-2:30 p.m.	Coaching Round #1: Communication Strategies
3:00-4:30 p.m.	Coaching Round #2: Effective Use of Media in Presentations
5:00-6:30 p.m.	Coaching Round #3: Practice Round Order of presentation will be announced at this time. Order based on scoring from Rounds #1 and 2 of the competition.
<u>Monday,</u> <u>July 21, 2008</u>	The Finals
10:00 a.m.- 12:00 p.m.	Democracy 2.0 Entrepreneur Money in Politics Grant Summit Final Round—Competition Round #4 Location: Business attire. This event is open to the public.
12:00-2:00 p.m.	Keynote Lunch and Awards Presentation Competitors will be addressed by [insert]. Grant prizes for the competition winners will be announced. Business attire.

The following materials will be available May 10, 2008:

1) Democracy 2.0 Entrepreneur Grant Summit Wiki Space

Each team is required to contribute to the wiki space, sharing ideas on the issue of Money in Politics, and contributing to the collective intelligence of the summit participants.

Additionally, teams will be required to provide a summary of the proposal they wish to advance as well as biographical information about team members. This is primary way to match up with other team members or form new teams.

2) Democracy 2.0 Entrepreneur Grant Summit Issue Brief on “Money in Politics”

Mobilize.org has created an issue brief, produced by members of the Millennial Generation, regarding the issue of Money in Politics. This brief will be used as part of the discussion on the first day of the summit.

3) Downloadable Application

Formal application materials will be made available. Application materials must be submitted by **June 15, 2008**.

4) Location, including recommended Hotels and Accommodations

The final location of the Summit will be revealed along with relevant hotel and travel information.