

General Tips for Advisors:

- Ask as many open-ended questions as possible!
- Listen 80% or more of the time.
- Avoid giving personal advice or answers. It's more valuable to encourage them to come up with their own.
- Avoid pointing them towards the direction you think the project will go. Instead, advise them to look into additional resources - organizations, individuals, projects that you are aware of.
- Give meaningful feedback on how they explain the idea - is it understandable? Is the message clear?
- At the end of each session, work with the team to develop 3-5 concrete next steps.

Questions to Ask:

Explicitly encourage them to answer/think about the following things...

1. **Big Ideas Pitch:** Give me a 30-second pitch of your of your Big Idea.
2. **Problem Description:** What is the problem that your project addresses?
 - a. What research have you done/background experience do you have to understand the nature of the problem?
3. **Target Population:** Whom does your problem affect?
 - a. Is this the same population as your target audience? Why do they need this intervention? How do you know?
 - b. What research have you done/background experience do you have to understand the nature of your target population?
 - c. How do you know that the community will respond well to this project?
4. **Landscape Research:** Who else is trying to solve this? How are they succeeding? How are they failing?
 - a. How do other similar organizations find funders or support for their work?
5. **Value Proposition:** What is your value proposition?
 - a. How is your solution different / better than existing options?
 - b. Why hasn't it been done before?
 - c. How do you know people will use it?
6. **Impact:** What is your intended impact?
 - a. How do you know if your project works the way you intended?
 - b. How would you know if your project is successful? For instance, could you walk me through the steps whereby your solution will lead to your desired result?
 - c. How will you measure progress towards achieving your desired impact?
7. **Challenges:** What are the biggest challenges you foresee in the implementation of your project?
 - a. What have you tried that has not worked?
 - b. To whom could you turn if you run into difficulty in the implementation phase?