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?