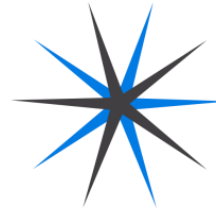




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# TIC AMERICAS<sup>2020</sup>

Talent and Innovation Competition of the Americas

FEEDBACK FROM THE FINALS  
EVALUATION

**startup**  
challenge

 **eco  
challenge11**  
Sustainability Awards

**Caribbean**<sup>2020</sup>  
Innovation Competition

## CARIBBEAN SARGASSUM PROBLEM

**Leader:** Anteneh Gashaw

**Category:** Caribbean Innovation Competition

Through this means, we share with you the feedback provided by the Judges' Committee that was in charge of evaluating your project during the Finals.

The Committee provided its comments and questions during the time the project was presented in the evaluation rooms. However, there was also space in the evaluation forms for the judges to write further feedback for you to review. We encourage you to read them in detail, and to take from them anything that can add to the process of growth and consolidation of your business venture.

We also want to remind you that the comments included here are only **SUGGESTIONS, and it is only you who will decide to incorporate this feedback into your project or not.**

### Business Plan:

You will want to focus your business plan on more of the business solution and the business case. The technical aspect of your invention can be included in an appendix, but remember you are writing the business plan for an audience that wants to understand how your idea solves the problem, not how the invention works.

While we appreciate that each location is different- using data for one location to estimate numbers needed both in terms of cost and returns will be useful to be able to sell the idea to stakeholders.

I think the idea is an innovative one, very timely, and one which can help to mitigate the huge problem we are having in the region with this weed. It can also generate an income for the entrepreneur and the community as well. However, I think the inventor needs to do some more research on costs benefits and governmental partnerships, which include permission to operate on the beach as well as issues such as insurance and the like.

The Business Case was not clearly presented and needs further consideration.

The Business Plan was well presented, however there is room for improvement to clarify some of the issues raised as it relates to the impact on local community including fisher folks, safety of the local people who traverse the beaches. The involvement of the government and environmental obligations may need to be specified.

### Prototype:

It looks like you used a CAD drawing for your prototype but a video to show the prototype in action, with its environment, would be helpful in understanding how this would solve the problem.

Excellent invention, but perhaps provide a little more detail on the specifics of the prototype, size, etc.

### Presentation:

Focus on the business case. You are saying the main point is the circular industry that can be created but you did not go into this in any depth. Do not focus on the technical aspects but focus on the business case. Again, using one location as a sample will help to bring the point across beyond the abstract.

I think the graphical aspects of the presentation were very good and the presenter was good as well. There needs to be a cost benefit analysis included in the presentation.

The presenter is clearly passionate about inventions and has some very good ideas; needs however to consider other components of the project presentation and perhaps engage the support of other team members.

### Promotional video:

Consider how you can add more energy to your promotional video to create more excitement in the solution. Great ideas but the business case is important.

The video is well thought out. However, the presentation of the invention gives the impression of huge dangerous blades on the shore. Suffice to say, it was clarified.

### Pitch:

You talked about the problem and the solution, but you will want to package it in a more concise format, and a bit more to the point in relation to the economic and social business case.

Your passion is clearly related to the invention, consider also including some more details around the business case.

The elevator speech was presented clearly, however, some more passion could have made the presentation more convincing, especially as this is a very good project which has tremendous possibility.

### Financial and Investment Feasibility:

This area is an important aspect of building a business case. While we understand that the location determines the cost - but use one example to illustrate the potential cost and how the stakeholders can get a return.

The financial opportunity was too general, and while I understand that it can generate an income, I would have liked to see how with more specifics.

Great ideas are the starting point, however, to gain support, there needs to be demonstration of financial feasibility. Keep up with your wonderful ideas and perhaps consider expanding your team to include partners with business/financial feasibility experience.

This section could have been given some more thought. There could be something on the monetization for the different stakeholders presented.



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