

Name GeroSoup Guide

Purpose Clarify the requirements for GeroSoup innovators, investors and partners

Text GeroSoup is an innovative event that crowdfunds support for local innovations and ideas. Inspired by the SOUP events in (Detroit USA, Perth etc.) and The Funding Network (UK, Sydney, Perth), this event will showcase, celebrate and fundraise for community projects and ideas aligned with Pollinators vision, mission and values.

On each GeroSoup night there may be 3-7 ventures 'pitched'. Every person in the room not only hears about great ideas, but can also be their own micro-investor by committing \$\$ to each of these exciting new ventures.

There are three roles you can play:

Innovator

If you have a NEW idea or venture that could use a boost, then this is a great opportunity. Review the details of the fundraising below then nominate before the advertised deadline using this form http://bit.ly/poll_projects

We use [investment criteria](#) to select the best of the nominated ventures and invite them to a COMPULSORY training session to refine your idea and pitch.

Investment Criteria:

1. **Aligned** — does it embody collaboration and contribute to healthy communities?
2. **Appropriate** — evidence that the market, audience, funders or community believe it is timely and needed?
3. **Doable** — are the skills, resources, time actually ready and available to deliver the project?
4. **Safe** — do all partners believe the risks are acceptable and manageable?
5. **#Blooming** — are individual-organisation-collaborators-community benefits aligned to enable all blooming?
6. **Profitable** — deliver an overall financial and/or social return that's greater than the initial investment?
7. **Marketable** — does it sounds like a good story, have good images and public appeal?

On the night you will have 3 minutes to pitch and 5 minutes to answer questions. Not only can you raise cash, but you can also raise awareness with potential volunteers, mentors and funders.

3 months later we invite you to report back on the progress you've made with your venture.

Investor

RSVP to come along and enjoy the pitches, dinner (soup) and social enterprise

Bar. Be ready to be tempted to commit in some additional dollars on the night to some awesome local projects.

Partner

Be a sponsor by pre-committing a minimum total investment of \$500 , which you can allocate to any venture or spread across them in any combination. Contact community@pollinators.org.au express interest as a partner.

Type Guideline

Status In use and needs review