Toolkit

N.I.C.E

Planner's Guide

N.I.C.E. (Net Impact Collaborative Experience) is a series of informal social impact consulting workshops where student-run startups receive feedback from their peers. Every week, a new student entrepreneur pitches their idea to a panel of student consultants who ask questions and offer feedback.

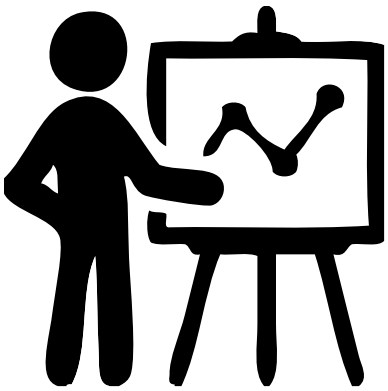
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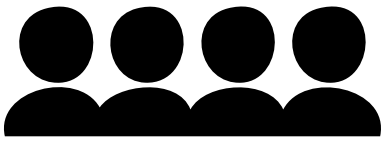
NET IMPACT
NYU Stern Undergrad

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Before

Creating a team

The Program Leadership Team (PLT) is made up of any members interested in spearheading a portion of N.I.C.E.; you can integrate these tasks into existing roles on your chapter leadership team or bring in someone new!

Roles and tasks

- N.I.C.E. Lead(s): A hero or a dynamic duo in charge of running N.I.C.E. They're passionate about social entrepreneurship and comfortable leading weekly discussions.
- Marketing Lead: This role is tasked with getting the word out about N.I.C.E. They're in charge of recruiting participants, taking pictures, posting to social media channels, and writing blog posts about workshop sessions.

Tips for success

- Set a consistent time: Will workshop sessions meet weekly, bi-weekly, or monthly? Consider interest and availability of speakers. We recommend one hour workshops
- Determine the best location: Look for rooms that have presentation equipment (projectors, whiteboards, etc.). Book this venue in advance and keep the venue as consistent as possible. This will help students know where to go even at the last minute.
- Plan the room layout: Make sure the layout encourages collaboration. Arranging tables and chairs in a circle is ideal! Make sure that everyone in the room can see and hear each other.

Key players

The Program Leadership Team (PLT) is made up of any members interested in spearheading a portion of the Impact Trek; you can integrate these tasks into existing roles on your chapter leadership team or bring in someone new!

- Presenter: A student social entrepreneur who's invited to put their idea to the test. Their venture can be at any stage of the process (ideation, beta, expansion, etc.).
- Consultants: A helping hand! Anyone who wants to attend a workshop to listen, offer advice, and learn about student startups. Ideally, there will be 8-10 consultants participating in an open forum discussion and offering feedback.
- Meeting Scribe: A participant who takes notes. Writing on a large whiteboard seems to work best. They can take a photo of the notes at the end of the workshop and send it to the presenter.

Workshop agenda

Introduction (10 minutes)

- The presenter provides a quick overview of their business idea, current progress, and pain points. Visual aids (PowerPoint, website links, handouts, etc.) are highly recommended.

Discussion (45 minutes)

- An open forum for consultants to ask questions, give feedback, and help the student startup in whatever way possible. Some questions might be:
  - Does the pitch make sense? Is this a viable and useful startup?
  - Who are the key stakeholders and how will they be affected by it?
  - What is the development stage of the project?
  - What kinds of problems is the startup facing? What are its roots? Is it a systemic or systematic problem? What resources are available to resolve this? Who else can help?
  - What are the next steps in the project?

Wrap-up (5 minutes)

- The N.I.C.E. Lead wraps up the conversation, asks for last minute thoughts, and provides a summary of what was discussed in the workshop.

Tips for success

Try a test run

- Run a mock workshop with your leadership team and a few friends. Have a friend present a mock pitch and ask yourself:
  - What went well? What could be improved?
  - How was the intro presentation? Did the presenter have a clear understanding of what the workshop was and did they prep accordingly?
  - What kinds of questions are the consultants asking? Do they spend too much time asking clarifying questions?

Be ready for silent moments

- Ask broad opening questions like:
  - Do you understand the purpose of the startup? Are you on board?
  - What do you think is the biggest pain point of the startup? Where is the root of that issue? How can it be solved?

Guide the conversation. Pinpoint an issue the group should strive to solve so that the session is productive.

After

Following up

Congratulations, you've put on a successful N.I.C.E. workshop! The N.I.C.E. program is fluid and can be continuously changed based on the needs of your peers. Some great ways to collect feedback include:

- Sending thank you notes to everyone who participated
- Dedicating the last few minutes of your meeting to an open discussion about "what was good, what could I do better?"
- Being open to criticism – don't take negative comments to heart! Remember that N.I.C.E. is all about collaboration and creating a friendly, helpful community.

Examples

Post-Event Survey

For presenters

1. Was this workshop session useful to you?
2. What was the most useful piece of advice you got during the session?
3. How could the structure of the workshop be improved?
4. Did the student consultants have the knowledge and business acumen to help you?
5. Would you return to a workshop as a consultant?
6. Would you recommend the N.I.C.E. workshop to a friend?

For consultants

1. Is this a convenient time for you to meet?
2. Was the presenter's introduction clear and understandable?
3. Did you speak during the session? Why or why not?
4. What the N.I.C.E. Lead facilitating the conversation well? What could be improved?
5. Do you feel like you contributed to the session?
6. Would you come back for another workshop?
7. How did you hear about the N.I.C.E. workshops?

Sample E-mail Templates

Invitation to presenters

Hi _____,

My name is _____ and I'm the N.I.C.E. Lead (Net Impact Collaborative Experience). N.I.C.E. is a series of workshops that take place on campus to connect student social entrepreneurs with student consultants passionate about social impact. Every week, we invite one student startup to workshop his/her idea. After a quick 10 minute presentation, about 8-10 student consultants ask questions and provide feedback for your social venture. It's an informal space to share your idea and get candid feedback on whatever aspect of the startup you desire.

These workshops are created for you. It's a very casual, informal setting where your peers will simply take the time to hear about what you're doing and help you in any way they can. It's a great way to hear about resources on campus and get the word out about your incredible organization.

If you're interested, please let me know by _____. We meet on _____ at _____ from _____ to _____. We hope you're able to join us!

Best,

_____
N.I.C.E. Lead

Follow-up email for presenters

Hi _____,

Thank you so much for participating in the N.I.C.E. workshop yesterday – it was a pleasure having you! [Insert a sentence about something positive that happened during the session] When you have a few minutes, we would love for you to fill out [post-event survey] so we can improve the experience for future participants. You're always welcome to join us at any workshop as a student consultant – same place, same time every week!

If you have any friends who are pursuing an impact-focused startup and could benefit from the N.I.C.E. workshop, let us know! We're always looking for new presenters and would love to connect with them.

Have a great rest of your day!

Best,

_____
N.I.C.E. Lead