

NAME of Presenter and/or Idea: Steve Moran / Water

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

Note: The purpose of this pitch is to assess the strength of the idea (not the presentation skills).

**Overall score (circle one):**

What is the strength of their proposed idea?

1 Very Weak	2 Weak	3 Below Average	4 Average	5 Above Average	6 Strong	7 Very Strong
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What are the **strongest aspects** of their business concept?

1) Good idea  
2) Good business plan

What are the **weakest aspects** of their business concept?

1) Ways to convince people to buy it  
2) How to build good relationships

Brief comments about their **presentation or presentation style**

well presented

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: WATER RESEARCH

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What are the **strongest aspects** of their business concept?

- DEVELOPING COUNTRIES ARE CONNECTED IN THE EXACT WAY YOU'RE DESCRIBED.  
- EXCELLENT REMAIN SYSTEM.

What are the **weakest aspects** of their business concept?

~~TOUCH TO WORK WITH TELECOM PROVIDERS~~  
- TOUCH TO WORK WITH TELECOM PROVIDERS

Brief comments about their **presentation or presentation style**

- YOU SPEAK VERY WELL

Any other comments or questions that you may have for the team

**NAME of Presenter and/or Idea:** STEVE MOSES

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What are the **strongest aspects** of their business concept?

Definitely Realistic and doable, SMS research should be possible

What are the **weakest aspects** of their business concept?

Not sure, if everyone would respond to a SMS survey at all times. The strength of the participating survey crowd could vary largely.

Brief comments about their **presentation or presentation style**

Easy to understand

Any other comments or questions that you may have for the team

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**NAME of Presenter and/or Idea:** Steve Moses

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What are the **strongest aspects** of their business concept?

- is a great idea.  
- a cheap & easy & fast way to give ppl a voice.  
- Huge savings offered to people who want savings done.

What are the **weakest aspects** of their business concept?

- Hard to set up the network.

Brief comments about their **presentation or presentation style**

- well presented  
- great slide.

Any other comments or questions that you may have for the team

- could partner w/ Votospac to let 3rd world ppl vote.

**NAME of Presenter and/or Idea:** Steve Moses - Wata

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What are the **strongest aspects** of their business concept?

Reduces Cost for Surveyors + Respondents  
First Mover advantage

What are the **weakest aspects** of their business concept?

Quality control -> at some point calling phone users for verification  
is going to be onerous

Brief comments about their **presentation or presentation style**

Very Strong

Any other comments or questions that you may have for the team

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**NAME of Presenter and/or Idea:** Watu

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What are the **strongest aspects** of their business concept?

What are the **weakest aspects** of their business concept?

Brief comments about their **presentation or presentation style**

great style

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NAME of Presenter and/or Idea: Watu Research

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What are the **strongest aspects** of their business concept?

- Well thought out business model
- low ~~start~~ start up costs

What are the **weakest aspects** of their business concept?

- competition

Brief comments about their **presentation or presentation style**

- Simple & Direct

Any other comments or questions that you may have for the team

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What are the **strongest aspects** of their business concept?

Large panel of surveys  
Phone credit to incentivize

What are the **weakest aspects** of their business concept?

Have to both pay to incentivize and cost of SMS  
How do you build consumer brand awareness?

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: STEVG - WATU

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What are the **strongest aspects** of their business concept?

CHEAP ALTRATIVE - MORE LIKELY TO CONNECT  
W/ OTHER PARTNERS + MARKETERS

What are the **weakest aspects** of their business concept?

PEOPLE DON'T LIKE TOO MUCH THE ACT OF SURVEYING  
IF THEY HAVE NOTHING TO SAY / DON'T CARE

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

NAME of Presenter and/or Idea: WATU RESEARCH

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What are the **strongest aspects** of their business concept?

What are the **weakest aspects** of their business concept?

- How do you manage quality control?  
- you need to filter who you send it to

Brief comments about their **presentation or presentation style**

- Hard to read pyramid chart (dark text w/ dark background)

Any other comments or questions that you may have for the team

- Look into companies that manage patients for clinical trials for pharma + biotech. They seem like an analogous business model. This could help you think about how to approach the market.

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**NAME of Presenter and/or Idea:** Steve Moses - WATN Research

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What are the **strongest aspects** of their business concept?

- interesting way to target a population that has been underutilized  
(I especially liked the sensitivity to cultural issues, women, etc...)  
- interesting way to incentivize people to participate with phone credit  
- good data about research in this space  
- will be very interesting to see results of the pilots

What are the **weakest aspects** of their business concept?

Brief comments about their **presentation or presentation style**

- well explained, good pace to presentation (didn't talk too fast or too slow)

Any other comments or questions that you may have for the team

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What are the **strongest aspects** of their business concept?

Great idea.

What are the **weakest aspects** of their business concept?

Brief comments about their **presentation or presentation style**

Very clear

Any other comments or questions that you may have for the team

Can you make your panelists be exclusive?

NAME of Presenter and/or Idea: Wafu

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What are the **strongest aspects** of their business concept?

- low cost  
- reaches the people that need to be heard

What are the **weakest aspects** of their business concept?

- building network of panels

Brief comments about their **presentation or presentation style**

- very good presenter  
- thought through / anticipated questions

Any other comments or questions that you may have for the team

I really like the idea of "everyone of them has a voice" -- catchy / meaningful

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What are the **strongest aspects** of their business concept?

Good data and compelling story about business need. — and the potential for success.

Good story about being able to fund pilots on own?

What are the **weakest aspects** of their business concept?

How do you get people to sign up? How do you recruit people?  
Is phone credit an incentive enough?

Are there other companies in this market? How will you compete with others?

What are cross cultural implications?

Brief comments about their **presentation or presentation style**

Relaxed. Data was on your side.  
Impressed.

Any other comments or questions that you may have for the team

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**NAME of Presenter and/or Idea:** Steve / Water Research

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What are the **strongest aspects** of their business concept?

What are the **weakest aspects** of their business concept?

not sure if this is novel in some places

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: Steve Moses

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What are the **strongest aspects** of their business concept?

- Quick results
- low costs

What are the **weakest aspects** of their business concept?

- protecting your DB with all the participatns info
- targeting the right people for each survey
- funding
- reliability of results

Brief comments about their **presentation or presentation style**

good presentation  
medium slide

Any other comments or questions that you may have for the team

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What are the **strongest aspects** of their business concept?

wide market, cheap launch costs

What are the **weakest aspects** of their business concept?

didnt discuss how to beat competition.

Brief comments about their **presentation or presentation style**

Good Pace, clear speaker

Any other comments or questions that you may have for the team

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**NAME of Presenter and/or Idea:** Water Research

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What are the **strongest aspects** of their business concept?

Innovative ideas which can bring great convenience.

What are the **weakest aspects** of their business concept?

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

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What are the **strongest aspects** of their business concept?

GREAT IDEA

What are the **weakest aspects** of their business concept?

IT CAN BE EASILY STOLEN

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

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**NAME of Presenter and/or Idea:** For Love Muses

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What are the **strongest aspects** of their business concept?

What are the **weakest aspects** of their business concept?

*low market demand*

Brief comments about their **presentation or presentation style**

*very good*

Any other comments or questions that you may have for the team

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What are the **strongest aspects** of their business concept?

Quick turnaround. Low costs + big market.

What are the **weakest aspects** of their business concept?

How are you going to fight bigger research firms like the Nielsen Company?

How do you know that the surveys are accurate?

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: WATU MOSEC

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What are the **strongest aspects** of their business concept?

Great idea. Unique. Early mover advantage.

What are the **weakest aspects** of their business concept?

Brief comments about their **presentation or presentation style**

Great. Well researched.

Any other comments or questions that you may have for the team

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What are the **strongest aspects** of their business concept?

Great, great idea.

What are the **weakest aspects** of their business concept?

Too easy for Hoesis interactive or other large players to buy bulk #s from Honduras telecom, say, and lock you out.

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: Steve Moses

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What are the **strongest aspects** of their business concept?

Good idea. Liked the delivery

What are the **weakest aspects** of their business concept?

More margin analysis data may be helpful

Brief comments about their **presentation or presentation style**

Very good ~~presentation~~ presentation style.

Any other comments or questions that you may have for the team

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**NAME of Presenter and/or Idea:** Steve Moses - Uatu Research

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What are the **strongest aspects** of their business concept?

- very low costs = higher margins
- nobody doing this today

What are the **weakest aspects** of their business concept?

- how do you protect IP from competitors?

Brief comments about their **presentation or presentation style**

- Great delivery, pace, confidence.

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: Watu research.

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What are the **strongest aspects** of their business concept?

- new to the mkt
- big (Research) mkt. / Volume.
- cost-effective

What are the **weakest aspects** of their business concept?

~~cost-effective~~

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

How would you protect the business model

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What are the **strongest aspects** of their business concept?

• solves a legitimate problem

What are the **weakest aspects** of their business concept?

• difficult to protect  
• unclear market demand

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

unable to evaluate business idea

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**NAME of Presenter and/or Idea:** STEVE MORES (WATU RESEARCH)

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What are the **strongest aspects** of their business concept?

- Convenience of the product to companies using such market research.

What are the **weakest aspects** of their business concept?

- Developing a user base.

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

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**NAME of Presenter and/or Idea:** Water Reservoir / Steve Moses.

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What are the **strongest aspects** of their business concept?

Very strong idea and formulations  
Patents are the barrier to entry.  
First Mover - Tech available

What are the **weakest aspects** of their business concept?

barrier to entry Ogilvy??

Brief comments about their **presentation or presentation style**

Very well articulated

Any other comments or questions that you may have for the team

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What are the **strongest aspects** of their business concept?

- 2009 intro  
- relevance to applicability for current ideas  
- 2-3 hr response times  
- interview w/ phone credit (Bulk SMS) ~~not paper~~

What are the **weakest aspects** of their business concept?

- Quality control  
- finding people for panels?

Brief comments about their **presentation or presentation style**

Confident

Any other comments or questions that you may have for the team

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What are the **strongest aspects** of their business concept?

Global Market Potential

What are the **weakest aspects** of their business concept?

Brief comments about their **presentation or presentation style**

Beautiful Presentation style / Smooth

Any other comments or questions that you may have for the team

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What are the **strongest aspects** of their business concept?

- Interesting use of phone panels
- Clear knowledge of space/peace Corps
- Good use of technology
- ~~...~~

What are the **weakest aspects** of their business concept?

- Hard to differentiate
- Very easy to duplicate, no means to prevent copying

Brief comments about their **presentation or presentation style**

- Good slides

Any other comments or questions that you may have for the team

- Would like to see more info on costs/ROI/cost of total surveys

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What are the **strongest aspects** of their business concept?

Great idea.

What are the **weakest aspects** of their business concept?

Difficult to build ponds. Quality control could be difficult.

Brief comments about their **presentation or presentation style**

Very strong. Confident, calm, cool, collected. Experienced in presenting.

Any other comments or questions that you may have for the team

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What are the **strongest aspects** of their business concept?

Good identification of market opportunity and practical solution to solve the problem

What are the **weakest aspects** of their business concept?

How to attract people to join the survey, esp high education, high income people who are busy but definitely with the strongest purchase power?

Brief comments about their **presentation or presentation style**

Good!

Any other comments or questions that you may have for the team

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**Overall score (circle one):**

What is the strength of their proposed idea?

1 Very Weak	2 Weak	3 Below Average	4 Average	5 Above Average	6 Strong	7 Very Strong
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What are the **strongest aspects** of their business concept?

- Cost effective
- ~~High~~

What are the **weakest aspects** of their business concept?

- There are many other companies doing SMS marketing and SMS surveys in developing countries.
- How would you know your customer segmentation? where do you get the information from?
- ~~High~~

Brief comments about their **presentation or presentation style**

- Good presentation
- kept the attention since the beginning

Any other comments or questions that you may have for the team

- Advise: to some research on competition in these countries. - ~~There~~  
there are several companies doing this today.

Leave these forms at your seat. We will collect and share with each team

**NAME of Presenter and/or Idea:** Water Research

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

Note: The purpose of this pitch is to assess the strength of the idea (not the presentation skills).

**Overall score (circle one):**

What is the strength of their proposed idea?

1 Very Weak	2 Weak	3 Below Average	4 Average	5 Above Average	6 Strong	7 Very Strong
----------------	-----------	-----------------------	--------------	-----------------------	-------------	---------------------

What are the **strongest aspects** of their business concept?

Great idea, strong foundation, low cost.

What are the **weakest aspects** of their business concept?

Brief comments about their **presentation or presentation style**

Calm, well spoken

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: Steve Moses | Watu Research

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**Overall score (circle one):**

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----------------	-----------	-----------------------	--------------	-----------------------	-------------	---------------------

What are the **strongest aspects** of their business concept?

- Excellent idea that serves a clear need in the emerging market.
- Allows private responses to be collected for ~~sent~~ sensitive surveys

What are the **weakest aspects** of their business concept?

- Might be easy for a competitor to replicate
- Establishing initial survey population could be tough because you will need people to come to some place and register to prove their identities. But this might be a one-time effort.

Brief comments about their **presentation or presentation style**

- Excellent presentation style

Any other comments or questions that you may have for the team

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**NAME of Presenter and/or Idea:** Steve Moses / Water Research.

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----------------	-----------	-----------------------	--------------	-----------------------	-------------	---------------------

What are the **strongest aspects** of their business concept?

- ~~well~~ defined problem
- unique solution addressing cost / speed

What are the **weakest aspects** of their business concept?

- threat of competition
- growing too fast
- quality/integrity of data.

Brief comments about their **presentation or presentation style**

- very knowledgeable/passionate.

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: Steve Moses - Watu Research .

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

Note: The purpose of this pitch is to assess the strength of the idea (not the presentation skills).

**Overall score (circle one):**

What is the strength of their proposed idea?

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What are the **strongest aspects** of their business concept?

Clear problem, clear technique. Assuming the financial model fits, the technology and service seems slam dunk.

What are the **weakest aspects** of their business concept?

Process of networking and privacy issues is not clear.  
Main asset seems like it'd be the network. The SMS technology and surveying are not new and there are others.

Brief comments about their **presentation or presentation style**

Good entry - capture  
Good description of problem w/ examples.

Any other comments or questions that you may have for the team

How do you control the quality of survey results.

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**NAME of Presenter and/or Idea:** Steve Moses - Watu Research

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**Overall score (circle one):**

What is the strength of their proposed idea?

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What are the **strongest aspects** of their business concept?

Addresses current problems  
Unique solution

What are the **weakest aspects** of their business concept?

Brief comments about their **presentation or presentation style**

good

Any other comments or questions that you may have for the team

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**NAME of Presenter and/or Idea:** Steve Moses

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----------------	-----------	-----------------------	--------------	-----------------------	-------------	---------------------

What are the **strongest aspects** of their business concept?

New concept that has tremendous potential in a very large market.

What are the **weakest aspects** of their business concept?

- Competitive field needs to be analyzed better
- Reaching customers may prove difficult in practice

Brief comments about their **presentation or presentation style**

Well presented, knowledge of domain was extensive

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: WATU

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

Note: The purpose of this pitch is to assess the strength of the idea (not the presentation skills).

**Overall score (circle one):** What is the strength of their proposed idea?

1 Very Weak	2 Weak	3 Below Average	4 Average	5 Above Average	6 Strong	7 Very Strong
----------------	-----------	-----------------------	--------------	-----------------------	-------------	---------------------

What are the **strongest aspects** of their business concept?

Powerful concept which allows for creation of a people database within emerging markets.

What are the **weakest aspects** of their business concept?

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

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**NAME of Presenter and/or Idea:** Steve Moses - Watu Research

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What are the **strongest aspects** of their business concept?

- makes sense - I had no idea of smartphone's presence in developing/emerging markets.  
- GREAT IDEA FOR OUTREACH

What are the **weakest aspects** of their business concept?

Quality control?

Brief comments about their **presentation or presentation style**

ARTICULATE + CLEAR  
GREAT STARTING w/ FACTS, + moving on to application of labor

Any other comments or questions that you may have for the team

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