

MatchNOLA *Matching the professional needs of students with the business needs of local entrepreneurs.*

MatchNOLA offers both students and entrepreneurs the opportunity to find each other and fulfill a professional need. In doing so, students are able to find the work experience they need while in school in order to further develop their business skills. On the other hand, entrepreneurs can locate qualified academic candidates who will assist them in their business endeavors. By providing this platform, we hope to increase Tulane students' exposure to entrepreneurial ventures, as well as their involvement in the efforts to rebuild New Orleans. The overarching goal is to enhance the students' academic experience by providing situations in which they can apply the skill set developed at Tulane. In doing so, we **STRONGLY** encourage participating students to enter the ventures on which they work in the Tulane Business Plan Competition.

The Process

TEA will use the page titled "MatchNOLA" on its website to make available the applications for students and entrepreneurs. Entrepreneurs who submitted a complete application will have the opportunity to present their venture during TEA's second general meeting. Tulane students will form 2-4 person teams consisting of various skill sets and will be given the opportunity to submit an application up until September 16th, 2011. After all applications are submitted, the administrators will use a specific set of criteria to choose the most qualified teams (see judging criteria for more information) for each particular entrepreneur and his/her venture. MatchNOLA administrators will then release a public announcement stating the teams chosen to participate and their respective entrepreneur. Student teams and the entrepreneur will meet with the MatchNOLA administrators to delineate a contract between the two parties (see below for contract details).

Contracts

Once the application process is complete, MatchNOLA administrators will meet with the newly matched teams and entrepreneurs in order to review guidelines for the program and outline expectations. In doing so, we will insist both parties sign a scope of work and a contract that explicitly states the expectations of both the student teams and the entrepreneurs as MatchNOLA participants. Contracts are not intended to "trap" students or entrepreneurs in an agreement for long periods of time. Rather, they will be used to ensure both parties respect each other's time and follow through with their obligations. If a member of the agreement fails to meet the terms of the contract, he/she will not be allowed to participate in the MatchNOLA program in the future. The terms of the contracts will loosely define the expectations of each party in the professional relationship. It will be up to the individual parties to further define any areas of the partnership.

Selection Criteria

Student teams and entrepreneurial ventures will be chosen to participate based on specific criteria. Each of the following areas will be judged using a 1-7 point scale (7 being the highest). The scores for each section will be summed and the teams with the highest scores will be selected to participate.

Student Team Criteria

- 1) Diversity of Skill Set
- 2) Professional Experience
- 3) The ability to commit 40-50 hours on the project.
- 4) A commitment to the client and the completion of the project

Entrepreneurial Venture Criteria

- 1) Effectiveness of management team
- 2) Current financial needs of company
- 3) Overall need for student team support
- 4) Alignment of Stakeholders' Interest and Principles of [Conscious Capitalism](#)
- 5) Scalability of Venture
- 6) Viability of Venture

Business Plan Competition & TEA Workshops

Participants in the MatchNOLA program are strongly encouraged to participate in the Business Plan Competition and our workshop series throughout the year. It is our goal to increase the number of plans submitted from Tulane students and the local community. We believe that striving to reach this goal will help us meet our overall objectives of increasing TEA's visibility within the local community and enhancing the educational experience of our students.

Rules and Regulations

Student Teams

- 1) Students will make teams of no more than 2-4 persons.
- 2) The scope of the project will be negotiated and agreed upon before students begin work.
- 3) Deadlines will be set and must be respected by the student team.
- 4) All members of the team will sign a contract, outlining their commitments to the project
- 5) Students will commit to honoring their engagements, as stipulated in the contract, to the best of their abilities.
- 6) Student teams will be expected to inform MatchNOLA administrators on the status of their project in a timely fashion.

Entrepreneurial Ventures

- 1) Entrepreneurs will commit to taking an active role in the MatchNOLA program.
- 2) They will stay engaged in the students' project, making an honest effort to meet students when requested.
- 3) They will ensure student teams have access to necessary information.
- 4) It is up to the entrepreneurs and students to negotiate any equity or compensation offerings (i.e. "sweat equity" or part-time pay) and will not be enforced or regulated by MatchNOLA administrators.
- 5) Entrepreneurs are expected to work directly with student teams on the projects.
- 6) Entrepreneurs will also submit status updates to MatchNOLA administrators when requested.

Failure to Meet Expectations

- 1) If a student team or entrepreneur fails to meet the expectations outlined in the contract, MatchNOLA administrators will meet with the team to determine the cause for negligence. A formal warning will be issued at this time.
- 2) If a student team or entrepreneurs fails to meet the expectations outlined in the contract a second time, the team or entrepreneur will be asked to leave the program and another, more committed substitute will be found for the MatchNOLA program.