

NYU SOCIAL ENTREPRENEURSHIP PROGRAM/D-PRIZE GLOBAL SOCIAL VENTURE COMPETITION CONSORTIUM

Round 1 Application Packet
2017-2018 Academic Year



This is an application packet for the NYU Social Entrepreneurship Program / D-Prize Global Social Venture Competition. It explains the competition and instructions on how to draft and submit your proposal. Questions? Email socialentrepreneurship@nyu.edu. *Good luck!*

Proposals are due February 4, 2018 at 11:59pm (ET).

Submission portal: <http://www.d-prize.org/GlobalSocialVentureCompetition>

Competition Rules

Who Should Participate?

You should be an aspiring entrepreneur with a dream to change the world. You should be ready to pilot a new social venture to alleviate poverty this summer. You should have a dream to work on your idea as a full time, sustainable career if your pilot is successful.

Students not yet graduating can still apply. You should plan to pilot, refine your model in school, and do a full launch upon graduation.

We are exclusively interested in ventures that will scale distribution of an already proven poverty intervention in the developing world. We do not fund prototypes of promising new interventions.

Eligibility

This competition is open to graduate or undergraduate students at NYU. Students may apply as individuals or teams. If applying as a team, at least one member must be an enrolled student at NYU.

You can choose to launch in any developing country, and may decide to operate as a for-profit or non-profit organization. Any winner will be awarded up to \$15,000.

Submission Policies

- Applications must be submitted following the instructions in this packet.
- Extra material outside of the application will not be considered.
- Revisions to applications after submission will also not be considered.
- Only one application per person or partnership will be considered.
- Applications must be written in English.

Deadlines & the Prize Process

First Round

First Round Applications will be accepted on a rolling basis until 11:59pm (ET) on the night of February 4, 2018. Advancement decisions will be sent by February 26, 2018.

Second Round

Entrepreneurs invited to participate in the Second Round will be asked to draft and submit a full plan of their social venture, roughly 10 pages in length plus any desired appendices. The plan will include a more detailed description of the venture's operations, a budget, and other items. Second Round applicants will receive an application packet similar to this one, with full instructions.

Those invited to the Second Round will have around one month to submit a plan. Submissions will be due by April 1, 2018.

Final Round

Entrepreneurs invited to the Final Round will have further email and phone conversations with judges. Depending on the promise and cost-effectiveness of a proposal, judges may award up to \$15,000 in funding. Seed capital awards may be given to more than one winner.

Winning ventures will be announced by May 11, 2018.

After You Win: Starting Your Pilot

We fund ideas we believe can succeed, and we are invested in making that happen. We will provide you access to the D-Prize network of past winners, and will do our absolute best to help you in any way we can.

Judging Criteria

Judging Process

All applications will receive an initial screen from at least two judges. The judging panel is composed of members from NYU Social Entrepreneurship Program, NYU Office of Sustainability, and from the D-Prize community of entrepreneurs who have experience in developing world startups.

Those serving as judges are not personally involved in the ideas being judged, nor do they have any immediate family involved.

Judging Criteria

Contestants are evaluated based on:

- Potential for leadership success, as evident by academic and professional background, relevant skills, and demonstrated passion.
- Focus on distribution. Proposals must focus on distributing a proven, sustainable poverty solution that needs greater access in the developing world.
- Potential for scalable success of their venture, based on the concept note of the application.

Application Tips

- *Be succinct.* Successful candidates are objective, focused, and clear. These attributes should come across in your writing. Orient your application towards an educated judge who is relatively knowledgeable with the key issues.
- *Scale, impact, cost-effectiveness.* Successful applicants will build a plausible case that their intervention is highly scalable, impactful, and cost-effective
- *Keep within scope.* The most successful startups are explicit about their focus, and avoid spending resources on too wide or too many areas. A well-focused, tightly scoped idea will perform best in this competition.

More application tips and examples of good proposals are available at: <http://bit.ly/reynoldsdprize>

First Round Proposal

First Round Proposals consist of a concept note and a resume.

Concept Note

Please prepare a concept note which responds to the following prompts. Concept notes should be no more than two pages.

- Introduction: please begin your concept note with a short 1-3 sentence summarizing your idea.
- Concept: what do you believe are the most critical issues preventing better distribution of your selected intervention? What solutions will you implement with your new venture? We want to understand *what* you will do, and *how* you will do it in detail.
- Goals: during your pilot, how many poverty interventions will you distribute during your pilot, at 6 months, and at 1 year? How many people will you help during your pilot, at 6 months, and at 1 year? (This can be a simple table).
- Future Growth: explain your vision for scale. What do your operations look like after two years? How have you funded your growing operations?
- Team: list all the people on your team and their responsibilities. Please note any developing country experience (i.e., work, study, or travel), who will be working full time, and who will be working in-country. (This can be a simple organizational chart).

**** Problem Statement:** if you are submitting a custom challenge, we recommend you include 1 additional page introducing your intervention, explaining what poverty problem it solves, and citing evidence that it is *proven* and *in need of greater distribution*. Citations required.

Resumes

Please include a one page resume for every person on your team. We are interested in your most relevant work related to your proposed social venture, and resumes should briefly highlight past responsibilities and accomplishments.

**** Additional Information**

- Custom Challenge: if you are submitting a custom challenge, we will ask you to link us to one website with credible evidence that supports your intervention.

Ready to Apply?

Application Instructions

- Prepare your concept note and resume, and clearly name your files. Documents must be saved as a PDF and are limited to 4MB each.
- Input your contact details and upload your documents to <http://www.d-prize.org/GlobalSocialVentureCompetition>

Questions?

Email socialentrepreneurship@nyu.edu.