



Turner School of Entrepreneurship and Innovation

SOCIAL IMPACT CHALLENGE SUBMISSION TEMPLATE

Use this template to prepare your submission for the Social Impact Challenge competition.

Your submission should be 3 to 5 pages in length with up to an additional 7 pages of supporting material (if needed). The following outline provides suggested topics to include in your submission. Please note 2 elements are required: #1 and #2e.

1. **Cover page** (required) and must include the following
 - a. Name of the competition (Social Impact Challenge & year),
 - b. Title of your project
 - c. Team Information - full name, major, email address, and phone number of each team member, and the date of the application.

2. **Submission Content:** 3 to 5 pages required – though content is flexible; section “e” must be included. The list below may help organize information in a way that describes your idea, the challenge you are tackling, and why a solution is important. Remember to keep the tone appealing for the judges by telling a story in a compelling way that leaves no doubts about the idea, the solution, and the importance of your solution to an identified audience. Remember, judges may not have the background information that you may have, so try not to omit information that would be valuable to fully understand your idea.
 - a. **Your Motivation:** Tell a short story about how you (the team) are personally invested in this idea. Explain who you (the team members) are, your major(s), and how you came up with the idea.
 - b. **The Context:** Do some research and describe the current scenario and relevant background information that provides a framework about the problem, the need, the issue or the opportunity you are going to describe next. You may include statistics, citation of articles, quotes from leaders in related fields, etc. Connect the external sources of data (properly cited) to the context.
 - c. **The Problem:** Great ideas address an issue that somebody is facing, some struggle, a meaningful issue, a concern, a challenge, or a limitation. The problem may relate to a group of people (e.g., refugees, foster children) or the environment (e.g., pollution). Be as clear as possible about the size problem by including the number of people affected or the effect on the environment (e.g., animal species affected). Include data that describes the magnitude of the problem to create a compelling reason why your solution is needed now.
 - d. **The Consequences:** Because of your identified problem, some unfavorable outcome may be affecting a group of people or the earth. Use this section to

describe the negative impact of the problem. If not properly addressed, what would be the consequences of not addressing this problem. How large can it become? How much damage does it potentially carry? Use secondary resources from your research to support your claims.

- e. **Connection to the United Nations Sustainable Goal (required):** Specifically state how the problem you want to address is connected to one or more of the 17 United Nations Sustainable Goals (<https://sdgs.un.org/goals>). Provide as much detail as possible to describe the impact and relationship. As a quick reference, the 17 goals are listed below, but you should conduct appropriate research on the UN SDGs to build your story.
1. No Poverty
 2. Zero Hunger
 3. Good Health and Well Being
 4. Quality Education
 5. Gender Equality
 6. Clean Water and Sanitization
 7. Affordable and Clean Energy
 8. Decent Work and Economic Growth
 9. Industry, Innovation and Infrastructure
 10. Reduced inequalities
 11. Sustainable Cities and Communities
 12. Responsible Consumption and Production
 13. Climate Action
 14. Life Below Water
 15. Life on Land
 16. Peace, Justice, and Strong Institutions
 17. Partnerships for the Goals
- f. **The Proposed solution:** Describe the proposed idea to address or solve the problem in a thorough way. Create a balance between providing as much detail as possible while **being succinct** at the same time. (HINT – this may take several revisions) Focus on the potential value proposition your idea can bring to address the problem you identified. Be very specific in describing the potential of your solution to be adopted by/ to other populations, communities, geographies, and health care settings.
- g. **The Differentiation:** Explain the reason why your solution is best. Describe how the problem is currently being addressed (or not) and how effective the current solutions work (or not). Make a comparison between your solution and the existing ones, emphasizing the reasons why yours is better than those. While this is unlikely the case, if your solution has no comparison, describe how unique and disruptive your solution is.
- h. **The Operations:** Describe the effectiveness and feasibility of your solution. Be precise regarding the resources you will need to implement your idea (e.g., manpower, money, materials). If possible, make suggestions of where and how

- and where these resources can be acquired.
- i. **The Leadership:** Make sure the judges understand why your team members are the best ones to make this idea happen. Describe your skills, knowledge, credentials as well the connections you have (e.g., mentors, advisors, family members) who can help you to succeed in implementing your solution.
 - j. **A Call to action:** Write one last paragraph wrapping up your proposal, with an insightful message that leaves no doubt in the judges' minds that they should trust your team to deliver this solution and properly address the problem.
3. **Appendices** (not required, up to 7 pages) - Add supplemental materials you believe could add to your proposal. This is not required, but may increase the understanding of the problem and your solution idea. To ensure the judges read this information, *refer to the material in the main body of your proposal*. Number each item in the appendices to make the reference easier to locate (e.g. exhibit 1, exhibit 2, etc.). The following are possible examples of materials you may wish to include in appendices:
- a. Photographs
 - b. Designs and drawings
 - c. Blueprints and maps
 - d. Newspaper or journal articles
 - e. Laws and other regulatory requirements
 - f. Referrals and testimonials
 - g. Contracts and Agreements
 - h. Statistics and other numerical data
 - i. Tables and graphs
 - j. Websites and social media page addresses and links
 - k. Copy of documents like certifications and licenses
 - l. Resumes and curriculum vitae

For additional information or in case you have questions, please reach out to Dr. Marcos Hashimoto at mhashimoto2@bradley.edu or (309) 677-4334.