

SOCIAL IMPACT CHALLENGE SUBMISSION TEMPLATE

This template is intended to help applicants prepare their submission for the Social Impact Challenge competition.

Your submission should be 3 to 5 pages in length with up to additional 7 pages of supporting material (if you feel you need these extra pages). The following describe suggested topics to be included in your application:

1. **Cover page** (required) - The cover page should mention the name of the competition (Social Impact Challenge & year), the title of the project and information about the team, including, full name, major, email address, ID and phone number of each team member, plus the date of the application.
2. **Submission** (required, 3 to 5 pages) - Content is flexible; the suggested topics can be picked depending on how well they help describe the idea and its appeal for the judges. They should be organized in a way that tells a story in a compelling way and leave no doubts in the judges' minds. The judges likely do not have the background information that you may have, so try not to skip information that would be valuable to fully understand your idea.
 - a. **The Motivation:** Tell us a short story about how you are personally invested in this idea. Explain who you are, your major, and how you came up with the idea.
 - b. **The Context:** Do some research and describe a little bit about the current scenario or valuable background information that provides some context about the problem, the need, the issue or the opportunity you are going to describe next. This can include some statistics, an article, news, recent changes, etc. Try to bring external sources of data and remember to cite the sources you used to obtain the information.
 - c. **The Problem:** Great ideas address an issue that somebody is facing, some struggle, a meaningful issue, a concern, a challenge, or a limitation. It can be related to a group of people or a part of the environment. Be as clear as possible about how big the problem is. If you have some data or numbers that describe the magnitude of it, even better.
 - d. **The Consequences:** Because of this problem or issue, some consequences may be affecting a wider audience. If this is the case, please 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? If you have numbers or data to support your arguments, even better.
 - e. **Connection to an United Nations Sustainable Goal.** Please refer to the 17 United Nations Sustainable Goals (<https://sdgs.un.org/goals>). You may refer to more than one goal, but make sure to provide as much detail as possible when describing the impact and relationship:

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

- f. **The Proposed solution:** Describe the proposed idea to address or solve the problem in a thorough way. Provide as much detail as possible, but **be succinct** at the same time. Focus on the potential value proposition of the idea can bring to address the issue. On top of that, try to be very specific in describing the potential of your solution to escalate to other populations, communities, geographies, and health care settings.
 - g. **The Differentiation:** Describe how the issue 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. If your solution has no comparison whatsoever, describe how unique it is and how disruptive the idea is.
 - h. **The Operations:** Describe how effective and feasible your solution is. Be specific in terms of the need of resources to implement it, including the manpower, funds, materials or anything else that would be required to execute the solution. If possible, make suggestions of where and how these resources can be acquired or obtained.
 - i. **The Leadership:** Make sure the judges understand why you and your team are the one to make this idea happen and why. Describe your skills, knowledge, credentials as well the connections you have, your mentors, advisors and other people you are related to help you to succeed in implementing this solution.
 - j. **A Call to action:** Write one last paragraph wrapping up your proposal, with an insightful message that calls the judges to action, leaving no doubt they should trust you in delivering this solution and properly address the problem.
3. **Appendices** (not required, up to 7 pages) - Add here any supplemental materials you believe could add to your proposal. This is not required, but it can increase the understanding of the idea. As this is supplemental, the judges will not read it unless you refer to those material from the body of your proposal, number each the material to make the reference easier to locate (e.g. exhibit 1, exhibit 2, etc), and don't leave key

information in the appendices for the same reason (supplemental materials). The following are possible examples of materials that can go here:

- a. Photographs
- b. Designs and drawings
- c. Blue prints and maps
- d. Full 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. Newspapers and magazines extracts
- l. Copy of documents like certifications and licenses
- m. Resumes and curriculum vitae

For additional information or in case you have questions, please reach out to Dr. Marcos Hashimoto at Westlake Hall 135B, mhashimoto2@fsmail.bradley.edu.br or (309) 677-4334.