



**First Round Proposal Packet
Summer 2016**

This is an application packet for the Summer 2016 global D-Prize competition. It explains the completion rules, process, and instructions on how to draft and submit your proposal.

If you have questions, send an email to the D-Prize team at help@d-prize.org. *Good luck!*

Early decision deadline: September 18, 2016 at midnight PT (Pacific Time)

Regular deadline: October 3, 2016 at midnight PT

Extension deadline (limited to 200 pre-registered people): October 16, 2016 at midnight PT

Competition Rules

Who Should Apply?

You should have enormous ambition, and can imagine yourself as a successful entrepreneur. You are ready to launch your new venture, and - if a pilot proves successful – you are excited to grow it into a world changing organization.

If you are still a student or have an existing job, you should have a clear idea how to transition into a full time founder or CEO role.

D-Prize is exclusively interested in ventures that will *distribute an already proven poverty intervention* in the developing world. We do not fund prototypes of promising new interventions.

Our vision is to provide support for talented people like you to launch your new social venture. We hope many of the pilots we fund will eventually grow to employ large numbers of field workers who are distributing poverty interventions throughout the world.

Eligibility

D-Prize challenges are open to anyone or any teams. The sole restriction is that individuals and their immediate family on the judging panel may not participate as a contestant.

D-Prize is also open to any business model (for profit, non-profit, and everything in between). All winners will be awarded up to \$20,000. The award is offered in the form of a convertible grant.

Up to 20 of the most promising proposals will be selected for funding awards, regardless of which challenge track was selected.

Submission Policies

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

Deadlines and the Prize Process

First Round

First Round proposals will be accepted on a rolling basis, using the following deadlines. We strive to send decisions out within three weeks. Judges may request additional information via email before making a decision.

- *Early decision deadline:* September 18, 2016 at midnight PT (Pacific Time). Early decision proposals are more likely to advance to the next round, and will have additional time on for the full proposal.
- *Regular deadline:* October 3, 2016 at midnight PT.
- *Extension deadline:* October 16, 2016 at midnight PT. Extensions are limited to the first 200 people who register at: www.d-prize.org/extension

Second Round

Those invited to participate in the Second Round will be asked to draft and submit a full plan of their venture, roughly 10 pages in length plus any desired appendices. The plan will include more details on operations, a budget, milestones, and other items. Participants will receive a Second Round Proposal Packet with full instructions.

Those invited to the Second Round will have four weeks to submit a plan.

Final Round

Entrepreneurs invited to the Final Round will interview with judges over email and on the phone. Depending on the promise and cost-effectiveness of a proposal, judges may award up to \$20,000 in funding. The average D-Prize award size is \$12,000.

Piloting Winning Ventures

Besides funding, D-Prize may offer mentorship from already-proven entrepreneurs, and can assist in helping your venture attract future funding if the pilot proves successful. We will also provide you access to the D-Prize network of past winners, and will do our best to support you in other ways.

First Round Judging Criteria

Judging Process

All proposals will receive an initial read from at least two judges, and if advanced will receive up to two additional independent readings.

We strive to send decisions within three weeks of your submission. Judges may request additional information via email before making a decision.

Judging Criteria

The D-Prize judging panel is composed of individuals with professional experience distributing life-changing technologies in the developing world.

Contestants are evaluated based on:

- Passion and potential for candidate's success, as evident by their academic and professional background, relevant skills, and demonstrated leadership.
- Focus on distribution. Proposals must focus on distributing a proven poverty solution that needs greater access in the developing world.
- Potential for scale, based on the organizational model proposed in the concept note and the entrepreneur's desire to commit and grow.

Proposal Tips

- *Be succinct.* Successful proposals are objective and to the point. Orient your proposal towards an educated judge who is relatively knowledgeable with the key issues.
- *Scale, impact, cost-effectiveness.* Successful entrepreneurs will build a plausible case that their intervention is highly scalable, cost-effective, and will lead to enormous impact.
- *Keep within scope.* The most successful startups have a narrow focus and avoid spending resources on too many areas. A tightly scoped idea will perform best in this competition.

First Round Proposal

First Round Proposals consist of a concept note, and a resume or curriculum vitae (CV).

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: describe your proposed venture in more detail. We want to understand exactly what you will do, and the key activities you need to do to implement your idea. For example, if you need a staff how will you hire them? If you have customers, what is your marketing plan?

**If selecting an existing D-Prize challenge, there is no need to re-state the problem.
- Impact: 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).

Resumes / CVs

Please include a resume for each person on your team, limited to one page per person. Resumes should briefly highlight past responsibilities and accomplishments relevant to this work (no need to share your entire life story).

**** Additional Information**

- Custom challenge submissions: if you are submitting to our custom challenge category, then we want to know that the intervention you are distributing is unquestionably proven to reduce poverty. We will ask you to link us to credible evidence when you submit.
- Existing organizations: has your organization already launched? If so, we will ask you to include a summary of your activities since launching, and your current budget / income statement.

Ready to Apply?

Proposal Instructions

- Prepare your concept note and resume, and clearly name your files. Files must be PDF and are limited to a size of 4MB each.
- Input your contact details and upload your documents to www.d-prize.org/submit

Need an extension?

A two-week extension is available to the first 200 people who register at www.d-prize.org/extension

Questions?

Email the D-Prize team at help@d-prize.org.