Fulbright Social Innovation Challenge
Submission Guidelines

You must submit your entry in a 2-page PDF format by 11:59 pm EST on Monday, March 3, 2014 via email to *Challenge@TEDxFulbright.org*. You may also include an optional (but strongly encouraged) link to a 2-minute video sample (YouTube, Vimeo, etc) pitching your idea.

Executive Summary [200 word maximum]

- 1-2 paragraphs
- Summarize your idea/concept/product/service/technology
- Identify target audience/market/customer
- What is the innovation?
- What is the social value/impact of your idea?

Please address the following questions in your 2-page document
[Times New Roman, 12pt, 1" margins]

The Social Problem

- What is the social issue that your idea/business/product/service seeks to address?
- What is the current situation/problem like?

Description of Idea/Product/Service/Innovation

- What product/service will your organization/business provide?
- How will it solve the social problem you are trying to address?
- How is it unique and innovative?

Target Audience

- Who are you trying to help with your idea?
- How will this group benefit from your idea?
- How big is the target population? (i.e., How big is your "market?")

Timeline

- Describe how long it would take for the idea to launch?
- What are your key milestones (including expected dates)?

Sustainability & Business Plan

- How will your idea scale and be sustainable?
- What are your initial costs and 5-year operational expenses?
- Do you have any plans for revenue generation?
- How will you sustain your long-term operations?
- How will you measure or quantify your social impact (or social return on investment)?

Team

- Brief bios of your team members with relevant affiliations
- Please describe what core value/skills/expertise each team member will bring to achieve your goals
- Please provide contact information (email address, phone number, address)