

SOCIAL IMPACT CHALLENGE FAQ

Q1: What if I *don't* have a team or an idea but I want to join the Social Impact Challenge?

Attend the Ideation Session 1 to share your idea and find team members. You may also find an existing team with an existing idea looking for a team member. Mark your calendar to attend!

Q2: Why do I need a team to participate?

The Social Impact Challenge is a commitment, and you'll want your friends along to help. Besides that, teams improve the following aspects of work:

- *Efficiency*: Sharing the work reduces pressure on individuals and helps ensure competition tasks are accomplished alongside your other student commitments.
- *Problem solving*: Teams members help identify problems, analyze data, and develop solutions.
- *Innovation*: Working together generates new ideas and innovative solutions.
- *Development of Workplace Skills*: Cooperating with team members helps you learn to interact and cooperate to produce results that are greater than the sum of their individual efforts. Teamwork also provides opportunities for growth and enhances personal development.

Q3: How do I know if my idea is good enough?

All ideas are good. The Turner School provides an inclusive environment for all people and ideas. Even if your idea is raw, we can help you design and develop the raw concept into a cool idea using brainstorming and other ideation techniques. By joining the Social Impact Challenge, you will expose your idea to experts and peers, making it even better. Feedback and insights improve your idea. Risks are low, rewards are worthwhile.

Q4: How much time should I expect to dedicate to the Social Impact Challenge?

This depends on how far the team advances. For the 3-to-5 page submission, you'll need to dedicate a few days to research the problem's context and alternative solutions. We encourage you to consider ideas you've explored in your courses to create experiential learning. To write and edit the submission you should plan to dedicate another workday. If your team advances to the Final Pitch Presentation, rehearsal may take 5-10 hours. Remember, a united team spreads the workload.

Q5: How can I use the cash prize?

Teams that reach the Pitch Presentation will decide how to split the money among themselves. The cash prize is transferred directly to the student, no strings attached. You can use it for your college expenses, to fund your social impact idea, or just save it for the future. Remember, all awards are taxable, so you'll need to complete the necessary forms.

Q6: Do I need business knowledge to participate in the Social Impact Challenge?

NO business knowledge is required. We suggest you build a well-rounded team so members can bring their experience and academic studies forward to make the best possible pitch. The Ideation Sessions are designed to provide the basics you need to know for written submission and oral pitch. Mark your calendar to attend!

Q7: What are the criteria the judges use to determine the best projects?

When reviewing your 3-5-page idea submission judges consider the following:

- Is the problem clearly defined?
- To what extent does the specified problem connect to an identified United Nations Sustainable Development Goal (UN SDG)?
- Is the proposed solution clearly defined relative to the identified problem?
- Does the proposed solution have the potential to broadly scale and be sustainable over time?
- What makes this solution unique and different from alternative approaches to solve the problem?
- What knowledge, capacities, and skills does the team have to develop and execute the solution?

More details will be provided regarding the Pitch Presentation as teams advance.

Q8: What if someone steals my idea?

Ideas don't bloom in isolation. You won't make it alone, it takes a team to dream, design, and develop your thoughts into reality! You must share your idea eventually, and this is the perfect opportunity. It's undeniable that there is a risk of someone taking your idea. *That is why you must make it yours.* You are the only one with the technology; you are the only one with the resources; you are the only one with these connections; you are the only one with this knowledge. The more you make the problem solution yours, the less someone would be able to steal it. Of course, it still may happen; but it is rare, remember, being an entrepreneur and innovator means taking risks. If you feel you have proprietary information, talk to us at the Turner School about how to protect your intellectual property.

Have any other questions? Contact Dr. Marcos Hashimoto at mhashimoto2@bradley.edu