

# FLETCHER D-PRIZE COMPETITION

**First Round Application Packet**  
**2019-2020 Academic Year**



This is an application packet for the Fletcher D-Prize competition. It explains the competition and offers instruction on how to draft and submit your application. Applications are due **Tuesday, November 12th, 2019** at midnight (EST).

Questions? Email Dorothy Orszulak at [dorothy.orszulak@tufts.edu](mailto:dorothy.orszulak@tufts.edu). *Good luck!*

# Competition Rules

## **Who Should Apply?**

You should be an aspiring entrepreneur ready to pilot a new social venture this summer.

Students not yet graduating can still apply. You should plan to pilot, refine your model in school, and do a full launch upon graduation.

We are exclusively interested in ventures that will *distribute an already proven poverty solution* in the developing world. We are not interested in prototyping a promising new solution.

## **Eligibility to Compete**

This competition is for current students or graduates of the Fletcher School and undergraduates at Tufts University. Individuals or teams may participate. At least one person on your team must be a current student or a graduate of the Fletcher School. [Contact Rocky Weitz, Entrepreneur Coach, if you need matching assistance @ Rockford.weitz@tufts.edu](mailto:Rockford.weitz@tufts.edu). You can choose to launch in any developing country, and may decide to operate a for-profit or a non-profit.

It is also open to any business model (for profit, nonprofit, and everything in between). Any winner will be awarded up to \$20,000 in the form of a convertible grant and in-kind support.

Individuals or their immediate family who serve on the judging panel may not apply.

## **Submission Policies**

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

## Prize Process & Important Dates

### **First Round**

First Round Applications will be accepted on a rolling basis until midnight on the night of **Tuesday, November 12th, 2019**.

Feedback and advancement decisions will be sent by **Wednesday, December 11th, 2019**.

### **Second Round**

Entrepreneurs invited to participate in the Second Round will be asked to draft and submit a full plan of their social venture, roughly 10 pages in length plus any desired appendices. The plan will include a more detailed description of the venture's operations, a three month budget, and other items. Second Round applicants will receive an application packet similar to this one, with full instructions.

Those invited to the Second Round will be required to submit a plan by **Tuesday, January 21st, 2020**.

### **Final Round**

Entrepreneurs invited to the Final Round will interview with judges 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 \$10,000. Seed capital awards may be given to more than one winner.

Winning ventures will be announced by approximately **March 2nd, 2020**.

### **After You Win: Starting Your Pilot**

We fund ideas we believe can succeed, and we are invested in making that happen. Besides funding, the D-Prize organization may offer mentorship from already-proven social 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 absolute best to help you in any other way we can.

# First Round Judging Criteria

## Judging Process

All applications will receive an initial screen from at least two judges. The judging panel is composed of members from the D-Prize community with professional experience in developing world entrepreneurship.

Those serving as judges are not personally involved in the ideas being judged, nor do they have any immediate family involved.

## Judging Criteria

Contestants are evaluated based on:

- Potential for leadership success, as evident by academic and professional background, relevant skills, and demonstrated passion.
- Focus on distribution. Proposals must focus on distributing a proven poverty solution that needs greater access in the developing world.
- Potential for scalable success of their venture, based on the concept note of the application.

## Application Tips

- *Be succinct.* Successful candidates are objective, focused, and clear. These attributes should come across in your writing. Orient your application towards an educated judge who is relatively knowledgeable with the key issues.
- *Scale, impact, cost-effectiveness.* Successful applicants will build a plausible case that their intervention is highly scalable, impactful, and cost-effective
- *Keep within scope.* The most successful startups are explicit about their focus, and avoid spending resources on too wide or too many areas. A well-focused, tightly scoped idea will perform best in this competition.
- *(More tips and examples of good proposals are available at: [www.fletcher.tufts.edu/D-Prize/call](http://www.fletcher.tufts.edu/D-Prize/call))*

# First Round Application

First Round Applications consist of a concept note and a resume.

## Concept Note

Please prepare a concept note which responds to the following prompts. Concept notes should be no more than two pages.

- Please begin with a short 1-3 sentence summary of your idea at the beginning of your concept note.
- 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. Details count.
- You do not need to re-explain the problem statement from existing challenges, unless it is to provide data relevant to the local area where you will launch. Instead, use this space to explain your operational details.
- Briefly explain how you will measure your success, and which milestones you intend to achieve. For instance, how many people will you reach after your pilot, at 6 months, and at 1 year?
- Briefly describe all the people on your team and their responsibilities. Please also note any developing country experience (i.e., work, study, or travel), who will be working full time, and who will be working in-country.
- Explain your vision for scale. What do your operations look like after two years? Where have you expanded, and how have you funded your growing operations?

## Resumes

Please include a one page resume for every person on your team. We are interested in your most relevant work related to your proposed social venture, and resumes should briefly highlight past responsibilities and accomplishments.

## Ready to Apply?

### Application Instructions

- Prepare your concept note and resume, and clearly name your files. Documents must be saved as a PDF and are limited to 4MB each.
- Input your contact details and upload your documents to: [www.d-prize.org/Fletcher](http://www.d-prize.org/Fletcher).

### Questions?

Email Dorothy Orszulak at [dorothy.orszulak@tufts.edu](mailto:dorothy.orszulak@tufts.edu).