

FLETCHER D-PRIZE COMPETITION

2022-2023 Academic Year

Custom Challenge

Propose Your Own Challenge Topic

We challenge you to launch a new organization that solves a distribution problem to improve access to a proven poverty intervention. There are many existing poverty interventions. If you know of a highly-effective intervention that is backed by credible evidence and is cost-effective, we encourage you to apply. Fletcher D-Prize will award up to \$20,000 to teams with a plan to launch an initial pilot serving approximately 100 beneficiaries and a vision to expand country-wide, serving at least 100,000 beneficiaries within 5 years.

Background

Globally almost 700 million people live on less than \$1.90 per day, and covid-19 is forecast to grow that number for the first time in twenty years.¹ We are interested in expanding distribution of any intervention proven to increase these households' income or consumption.

We are seeking interventions proven to have substantial impact. Our ideal intervention will target people living in extreme poverty. It should also be proven to substantially increase impact metrics, like household income or household consumption. There must also be a large delivery gap, where large numbers of people are not expected to have access to this intervention in the next decade.

Your Distribution Challenge

Fletcher D-Prize will award up to \$20,000 to a social entrepreneur who can launch a new business or NGO that increases distribution of an existing and proven poverty inclusion intervention and designs a better plan to increase access and scale quickly.

Guidance for proposing your own intervention

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<https://www.worldbank.org/en/topic/poverty/overview#:~:text=The%20global%20extreme%20poverty%20rate,%245.50%20a%20day%20in%202017.>

1. **IMPACT:** *What is the social impact of your intervention, and how will you measure it?* Fletcher D-Prize is only interested in distributing cost-effective interventions that are unquestionably proven to improve the lives of underserved people.

Your intervention should have an estimated economic impact on those living in extreme poverty comparable to our existing distribution challenges. For example, our Livelihoods challenge asks entrepreneurs to distribute a poverty graduation model found to increase household savings by 100-156%, productive asset gains by 15%, and per capita income by 5%. Our Quality Inputs challenge asks entrepreneurs to distribute a combination of commercial seed and fertilizer designed to improve harvests by 30% or more for smallholder farmers living on \$1 a day.

You will be asked to provide evidence supporting your intervention in the initial concept note submission. Your evidence must come from a highly credible outside source, such as a paper in a peer-reviewed academic journal, interventions supported by international organizations like the UN or World Bank, or research from [IPA](#), [J-PAL](#), and [GiveWell.org's intervention reports](#). If you do not cite a credible source validating the impact of the poverty solution you plan to distribute, we will be unable to support your proposal.

In addition to having proven impact, your intervention must be cost-effective. For instance, an expensive water pump may be one way to distribute clean water to communities, but a 10 cent iodine pill can accomplish the same result at a fraction of the cost. Your proposal must include data on the raw cost of the intervention and the cost of total treatment (including distribution).

Once you've shown the intervention is proven to have impact and be cost-effective, you will need to explain where delivery gaps are, and why they exist. A strong applicant will include evidence detailing where there is a great need for this particular intervention, and demonstrating that it isn't being satisfied by competing distributors or alternative products already. We want to know why, if the intervention is so great, hasn't it been scaled by others already?

We must also understand the expected marginal impact you will make if you are able to serve those delivery gaps. We want to understand how you will measure your impact on the people you serve, and what your expected impact will be.

2. **MODEL:** *What is your idea to deliver this intervention to underserved people?* A strong submission will include a clear distribution model. We want to understand exactly how you will connect your intervention to those in need.

A plan that includes hiring or activating a last mile distribution force must include details

on how these roles are recruited, trained, and incentivized to distribute your intervention.

3. **SCALE:** *How will you grow this venture to serve as many people in need as possible, and secure the funding to do so?* A winning idea must be scalable and aim to grow nationwide. We want to understand what your venture looks like when it is serving at least 100,000 or more people. This means thinking through every aspect of your idea. For instance, are the costs to run your organization still manageable when serving 100,000 people? Do the logistics still work? How large is your distribution team, and how much managerial and administrative support will they require?

Fletcher D-Prize offers pilot funding that typically supports operations for three months. Meaningful scale requires significant capital. A winning idea must have a compelling plan to raise this capital as soon as possible, including a compelling outline of potential sources and how to approach these sources and convert them into supporters.

Tips for proposing your own intervention

Please propose interventions that are unquestionably proven. Fletcher D-Prize is only interested in ideas to increase distribution of a poverty intervention that is proven to be cost effective. Your proposal must include credible evidence and good data proving the effectiveness of the poverty solution you want to distribute. This evidence must come from an outside source.

Helpful Resources

- [J-PAL - The Abdul Latif Jameel Poverty Action Lab](#)
- [Innovations for Poverty Action](#)
- [GiveWell.org Intervention Reports](#)
- [Cochrane Reviews](#)
- [World Health Organization \(WHO\)](#)

Ready To Apply?

Download a First Round Application Packet and start creating your proposal at www.fletcher.tufts.edu/D-Prize.

Questions? Email Dorothy Orszulak at dorothy.orszulak@tufts.edu.