10 to the 9th:
Developing Leaders to Address Global Grand Challenges

Objectives
- Students will seek **solutions** to a **real-world** problem --- solutions that are **creative, sustainable, and have real impact**.
- **Students identify the problem** they wish to work on.
- Program structure will reflect that important problems require **teamwork, leadership, and interdisciplinary collaboration**.
- Use a **competition** to inspire solutions and identify leaders who are passionate about a topic.
- Include ways for students to **continue to lead,** after the class ends.

Structure
Challenge: With up to $1000 and in 1000 hours, how can you impact 1000 people?

Theme: Must have a positive social impact on a Grand Challenge issue (clean energy, clean water, transportation, food security, public health, etc.).

Application: a 100-second YouTube video, plus a 1000-word essay. Teams can request up to $1000 in their application. The competition is at the end of the Fall 2013 semester. If they wish to, teams can also compete in the Acara Challenge in February 2014.

Requirements for team applications
- Must address a global problem (or at least a solution that could be applied globally). The problem or solution can start local, but should aim to be scalable or repeatable.
- Student solutions can be anything they like, so long as they can identify a task that they can complete in 1,000 hours (~42 days) and it is not a one-off task (i.e., they identify a broader issue they could work on after the 1000-hour project is finished).
- Should have a flavor of social enterprise. In other words, how are principles of social entrepreneurship embedded in the project (e.g., financial sustainability; focusing on customer needs and value).

Application (due December 5, 2013)
The 1000-word application, plus a stand-alone 100-second YouTube video, defines the problem and their approach, including
- What will they do with the $1000?
- What will they do during the 1000 hours (~6 weeks)?
- Why is their topic a problem and how will their solution help?
- What is their plan for scaling or continuing their initiative after the 1000 hours?

Assessment/judging criteria for picking the winning entries
Five categories, equally weighted:
1. Clear and well-researched problem statement.
2. Strength of solution (creativity, appeal, viability).
3. Effective use of the time and funds available.
4. Social value/impact (how are you impacting people, health and well being, and/or the environment).
5. Plan for scale and sustaining after 1000 hours.

A version of the three items above (requirements, application contents, and judging criteria) will be included in the application materials.

What does Impact mean?

What does it mean to positively impact 1000 people? Typically, you would identify metrics that reflect the problem you wish to address and that are something you could measure over time. Having positive impact would mean that the metric improves because of your efforts. For examples, see the IRIS (Impact Reporting and Investment Standards) impact metrics here. Those metrics are useful to look at, but they may be more specific or more advanced than what you could work towards in a 1000-hour project. Examples of acceptable impact would include:

- Education or information sharing.
- A change to a daily or semi-regular activity.
- A change in how a good or service is provided.
- A new opportunity or event, in which people would take part.
- A new product or service that people would use.

Application

The application consists of a written application of up to 1000 words, plus a YouTube video that is up to 100 seconds in length. The video is a summary of the written document. The written document should contain the following.

Title page. The title page does not count towards the 1000 word limit. Include:
- Title of your project
- Name and major (if decided) of each team member.

Executive summary. Description of problem you are addressing, your solution idea and characteristics that are most important. What is the impact of your solution and how can it be achieved? This section should be not more than a few sentences.

Problem Statement. Description of the problem or challenge you are addressing. Include both the larger scale challenge and the specific problem your solution is addressing. It is important to clearly describe how you identified this problem and how it relates to a Grand Challenge. Readers may not know much about the problem. You should clearly state what it is and (if relevant) how you have determined this is a real problem.

Solution description. This is the heart of your application. Be clear on how your solution works, what is innovative about it, how it adds value, how it compares to existing alternatives, and why will people use it. Be sure to include the following:

- Who is the customer for this solution and how have you validated what they want and need?
- What is your solution and how does it work?
- How will you impact 1000 people?
- How is the problem solved now? What are competing solutions, and why is yours competitive?
- What are the risks and challenges around implementing your solution?

Scale. Your solution should have potential to be expanded beyond the 1000 people you aim to reach. This expansion could be to other colleges, other nearby residents, or throughout the U.S. or the world. Your solution does not have to be for Minnesota, or the United States. Ideally, reaching the 1000 people is only a first step, and chance to pilot test your ideas for larger impacts.

Impact. How big is the problem you are tackling? Does it impact many people? Is it a major impact or just a minor annoyance? How does it relate to a Grand Challenge?

Team description. A description of your team and why you are the right team to do this.

Assumptions and Risks. Every plan and solutions has assumptions and risks. Identify what are your biggest risks and how you will mitigate them. Also describe what your assumptions are, and how your 1000-hour effort can validate them.

Next steps and further plans. What could happen after the 1000 hours? Are you planning to do further work on the plan? Who would be important partners you would work with, and what would be your and their roles?