

# HULT PRIZE

## Hult Prize at Event Overview and Campus Director Guide (v3.1 Aug 28)

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### General Hult Prize

The Hult Prize is a student competition, open to undergraduates, graduate and PhD students from around the world.

The aim of the Hult Prize is to launch a start-up enterprise that can radically change the world and breed the next generation of social entrepreneurs.

Student teams of a minimum of three and maximum of five persons make up a competing entry.

A broad range of resources are made available to students who decide to enter the Hult Prize, including one-million dollars in start-up capital to the winner along with an ecosystem that includes mentors, judges, enablers and others via the Hult Prize Accelerator.

An idea is NOT required to participate in the Hult Prize, as the objective is to build the next big start-up, not necessarily to identify it.

Hult Prize provides a tool-kit to get started on building your social enterprise through the form of a case study, narrated by President Bill Clinton.

The target social impact area of focus / theme for the Hult Prize changes every year; it is selected and announced by President Bill Clinton.

Regional Finals for the Hult Prize are held in six cities around the world early March and are not restricted to geographic location, so any team can participate anywhere.

Teams can apply online for entry into the Regional Finals through [hultprize.org](http://hultprize.org) or compete in a locally organized Hult Prize at event, where the winner will bypass the application round and be guaranteed a place into one of six Regional Finals.

Each Regional Final winning teams advances to a summer accelerator program in Boston and a Global Final in New York in September, which is hosted, by President Bill Clinton and the Clinton Global Initiative.

## **Hult Prize at**

Hult Prize at is a quarterfinal program for the Hult Prize, where local university competition winners automatically advance into one of the six regional final events.

The program allows student leaders on campus to organize their own, localized version of the Hult Prize, using a turn-key tool kit.

Local events provide the university student body an opportunity to bypass the general application round and advance directly into the Hult Prize Regional Finals while better preparing students for the next round of competition.

Hult Prize at is an international program run by the Hult Prize Foundation in partnership with Net Impact, with full time, dedicated staff in place to support campus directors and their events.

Hult Prize at events are open to all students from the organizing university only; this includes undergraduate, graduate and PhD.

All Hult Prize at events for the 2014-2015 cycle must be completed by December 14, 2014.

Teams that compete in their local Hult Prize at competition and do not win, can still apply to participate in one of six Regional Finals through the general Hult Prize application which is open through December 21, 2014.

Team sizes, rules and regulations of Hult Prize at will in general conform to the overall Hult Prize competition, while specific modifications per circumstance will be allowed.

A minimum of 10\* competing teams must register and compete, for the Hult Prize at event at your university to be considered official.

An event consists of three main criteria: 1) teams pitch their start-up solution to the challenges outlined in the case document 2) judges watch and score each of the pitches and engage in Q and A 3) selection of a winner based on the criteria provided.

Campus Directors are recruited and selected to lead the organization of their campus Hult Prize at event every August.

Tool-kits will be provided to campus directors and include a turn-key website, marketing materials, suggested operating manuals, judge and student recruiting aides along with the case study and scoring matrix.

All campus directors will qualify for over 25 incentives, amongst which include meeting President Bill Clinton and Prof. Mohammad Yunus along with a trip to New York to attend the Clinton Global Initiative annual meeting as a conference delegate.

Hult Prize at events will be ranked on three criteria including: number of teams that participate, rock-star status of judges recruited and number of articles which appear on-line, in the press and on social media. #hultprize

Levels of incentives include Gold, Platinum, Fab Five and a Luminary award - which will be given to the organizer of the very best Hult Prize at event.

## **Hult Prize at Campus Director**

### **About the Campus Director**

The Hult Prize at Campus Director (CD) plays a critical role in the overall Hult Prize experience. Each CD is an official member of the Hult Prize organization and is an essential member of the world's largest student movement for social impact. The position enjoys all of the benefits of being a part of the Hult Prize community and network of partners and will encumber a lifelong relationship with the wider Hult Prize community of universities, companies and social entrepreneurs.

### **Roles and Responsibilities**

The CD will be responsible for organizing a local Hult Prize competition at their university with a wide degree of flexibility and support from the Hult Prize Foundation organization and Net Impact.

Primary responsibilities are simple:

- a) Recruiting
- b) Organize and Select
- c) Spread

### **1. Recruiting**

Recruiting will play a key role in the success of every Hult Prize at event. You will be responsible for recruiting:

- a) Team members to help you
- b) A minimum of 10 teams to compete
- c) Jury members to select the winner

A tool-kit to help you with each of these responsibilities will be made available. You are not limited to any of the suggested tools and are encouraged to be creative and come up with new ways to accomplish each of your objectives.

## 2. Organize and Select

Your key activity will be to organize a Hult Prize at event on campus and select a winning team which will represent your university and be given automatic entry into one of six regional final events taking place in Boston, San Francisco, London, Dubai, Shanghai and a TBD sixth city. All selections must report back no later than December 15, 2014. Completing your event by this date allows for the non-winning teams to still apply through the general application window on [hultprize.org](http://hultprize.org). As the CD, you will also have the opportunity to apply with a team to compete in the regional final through the general application window.

You will have flexibility in the type of event you choose to facilitate in order to achieve your objective. The minimum criteria for your event to be official is to have a minimum of ten teams competing and an independent jury who reviews and selects the winner based on the Hult Prize scorecard. Don't over complicate things, and remember to have fun. The inaugural Hult Prize was run on a budget of \$0, so don't freak out if your campus or club doesn't have any budget to give you. Given the cause, you will have no problems in generating donated resources. You should plan for a basic event and incrementally add-on additional complexities as more resources become available. Some things to begin thinking about:

- a) Deciding on an event format
- b) Setting key milestones and dates / deadlines
- c) Securing any resources to execute your event (venue, classrooms, etc.)
- d) Soliciting support from stakeholders

### 3. Spread

One of the missions of the Hult Prize is to raise awareness around the opportunities for business and startups to exist in the social enterprise sector. As your university CD, it will be your responsibility to get as much mileage out of the Hult Prize event at your campus as possible, raising the profile of the sector as it relates to the next generation. The more young people that care about developing new ideas and start-ups that can sustainably tackle some of our world's most pressing social issues, the closer we will get to living in a world with shared prosperity and economic opportunity.

This being said, one of your responsibilities will be to generate press around your activities. This can be in the form of a campus newspaper write-up, Huffington Post blog or article that you are able to solicit from local or national press. Hult Prize will provide a range of training sessions on media and tools to help you secure press, including boilerplate press releases and email templates that you can use to help you in these efforts. The power of spread is contagious and you will be supported by hundreds of other campus directors around the world who will be sharing in your activities along with a central public relations team working along side the wider Hult Prize and Net Impact organizations.

## Event Format and Marketing

### Overview

How to best organize and execute your event will take planning and resource assessment. Things to consider are overall campus size, available resources both in terms of campus and financial support. The event should be open to all students within the university including undergrads, master and PhD programs.

The regional finals of the Hult Prize, which take place in early March on the same day, across all regions, will all be run in similar fashion, with each team getting 8 minutes to present their new idea/start-up and 4 minutes of Q and A. Teams are divided into multiple tracks, presenting to a judge panel, with the winner of each track re-presenting to the wider judging group, and a winner selected and announced the same day as the competition.

Previous Hult Prize at event formats have included web-based challenges, reduced presentation times, or submission of business plans. Be creative in the type of event you decided to organize and utilize the resources available to you through the Hult Prize and Net Impact team.

### Team Presentations

All teams who compete in Hult Prize and Hult Prize at will be asked to create a viable solution to the President's Challenge, which is outlined in the official 2015 Hult Prize Case Study. This white paper like document is the starting point for all participants, and will be released on October 1, 2014. This document will contain the necessary background information on the challenge and provide a framework under which business ideas can be formed to solve the respective challenge. Participants are not limited to the content in the case study, as it simply provides a starting point. All teams will present their idea which they



believe is a viable solution to the President's Challenge. The scoring matrix will be published within the case study and should also be made available to each of the presenting teams.

## **Marketing of your Hult Prize at event**

Marketing your Hult Prize at event will be one of the hardest and most gratifying things you will do as the CD. We have created a series of tools that will allow you to communicate to all of your respective stakeholders. The most important, will be your Hult Prize at website. We have developed a turnkey solution for you to create a compelling and award winning website for your event. Contained within the marketing tool-kit are instructions on your web builder, which will go live on September 16, 2014. Your localized website will feature you and your customized message to your campus, information related to your event, images and information on your local management team, judges and speaker information along with any media or press your event has generated. You or someone from your team will manage this content through a custom built dashboard and web editing back-end that is easy to use and requires no prior web development experience. All sites are expected to be published by October 1, 2014 and have been designed so that information can be uploaded as it is collected. Once published, your Hult Prize at event page will be live and can be reached through a number of different feeder sites including Net Impact, [hultprize.org](http://hultprize.org) and [hultprizeat.com](http://hultprizeat.com). A sample screen shot of your localized website can be found at the end of this document.

Also available for your use are template emails, sample twitter messages and an array of print marketing materials that you will be able to order as needed. The central marketing team will also work with you on any additional marketing materials you may find useful.

## Profiles of participants

Hult Prize at participants do not have to have an idea for solving the challenge to begin their journey. Hult Prize in general, prefers to target the unusual suspect. Competing in the Hult Prize is a very low hanging fruit opportunity for anyone interested in receiving seed funding for a start-up, a person wondering what social enterprise is all about or anyone else looking to get involved in a project that could change the world. Hult Prize prides itself on building social enterprises poised for impact as opposed to identifying them. Unlike other start-up, venture or business plan competitions, the Hult Prize is seeking disruptors as opposed to the usual suspect or generic idea. This is what makes the Hult Prize unique, in that you can market to literally every single person at your university – on or off campus.

Previous Hult Prize finalists have included undergraduate teams as well as master students and PhD students alike. Two undergraduate teams were part of the 2014 final six teams.

## Appendix: Recruiting

Recruiting participants for your Hult Prize at event is a great opportunity to network and share ideas with like-minded people who support platforms for social entrepreneurship and positive impact around the world. The experience creates lasting connections socially and professionally. Both participants and judges alike will welcome the opportunity of learning more about your program and will take a personal interest in you, as the CD. At the Hult Prize, we have come to learn the solicitation of participants and judges is a phenomenal networking tool, and we like to think of the opportunity as a “golden ticket” which gives you full access to speak with virtually anyone you want. Rarely will you find an instance where someone refuses to speak with you about how they can help change the world!

## Engaging Competitors

CDs and their team will engage competitors through a series of approaches, as it will take some time to figure out the most effective communication tool. Keep in mind that different techniques will be required for the various programs within your university. A few channels that have been successful in engaging competitors in the past have been through hosting information sessions, email blasting student bodies, and speaking at clubs and classes. Encouraging teams to find a faculty mentor can also prove to be useful, as the entire campus should feel compelled to somehow participate in helping a team advance. As communication spreads and the network effect materializes, you will begin to realize the power you hold in making the idea of sustainable social business real. Be sure to push all communication back through to your local Hult Prize at website, where you will be able to keep a circular traffic pattern alive. Your website is your centralized messaging platform and will capture registrations from interested students in real time.

## Engaging Judges

Recruiting judges takes a lot of effort, but will undoubtedly result in a networking exercise that is beyond your wildest imagination. The Hult Prize network of global judges covers just about every single Fortune 500 Company on the planet and can be leveraged to recruit judges for your Hult Prize at event. Prior judges have included legendary entrepreneurs, heads of state and renowned social entrepreneurs like Mohammad Yunus. Consider recruiting judges through leveraging networks like Net Impact and university contacts, including faculty, administrators and alumni. Prospective judges are very interested in meeting up with the other judges so landing a high profile judge fast, will allow you to easily recruit others.

## Rewards and Incentives

While we know that helping to launch the next wave of social entrepreneurs is rewarding enough, we have created a broad range of incentives to create a little healthy competition between CDs around the world. To be eligible for the basic rewards, you have to meet the minimum event criteria. The rest is up to you, and based on previous experience, we are certain the platinum awards listed below are well within reach for each and every CD. A full list of incentives can be found within this document.

## Appendix: Incentives for Campus Directors

The following incentives for CDs are categorized into three different groups: access, career, and fun. Hult Prize at is designed to reward CDs that meet and exceed the achievable criteria outlined below.

# Criteria for achieving awards

<b>Award Level</b>	<b>Total Teams</b>	<b>Rockstar Judges*</b>	<b>PR / Media</b>
<b>Luminary</b>	Best in Class	Best in Class	Best in Class
<b>Platinum</b>	20 plus	3 plus	8 plus
<b>Gold</b>	15-19	1-2	5-7
<b>Silver**</b>	10-14	0	1-4

*\*A rockstar judge will be classified as an executive from a fortune 1000, a renowned author, twitter following of more than 5K, partner of major consulting firm etc... use your best judgment, as this will be an enforce by audit criteria*

*\*\*To qualify for incentives and to be considered an official Hult Prize at event, the silver criteria must be achieved*

# Incentive Awards Category Access

## Luminary Fab 5 Platinum Gold Silver

	Luminary	Fab 5	Platinum	Gold	Silver
Ticket to Net Impact annual conference	✓	✓	✓	✓	✓
Ticket to Hult Prize Regional Finals and Awards Reception	✓	✓	✓	✓	✓
Ticket to UN Social Good Summit	✓	✓	✓	✓	
Guest ticket to Hult Prize Regional Finals and Awards Reception	✓	✓	✓	✓	
Ticket to Hult Prize Finals and Awards w/ Clinton at CGI	✓	✓	✓		
Ticket to CGI America	✓	✓	✓		
Ticket to CGI University	✓	✓			
Clinton Global Initiative Annual Meeting Full Delegate VIP Pass	✓				

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# Incentive Awards Category Career

	Luminary	Fab 5	Platinum	Gold	Silver
Career Marketing Session at NI Annual Meeting w. Ahmad	✓	✓	✓	✓	✓
Guaranteed interview for Clinton Foundation Internship	✓	✓	✓	✓	✓
Profile listed on Hult Prize website	✓	✓	✓	✓	✓
IDEO session on career 2.0	✓	✓	✓	✓	✓
EF 360 program fast track, no application, final round	✓	✓	✓	✓	
Final Interview for full-time job offer with the Hult Prize	✓	✓	✓		
One on one career coaching with Hult Prize or NI Board	✓	✓	✓	✓	
IDEO mentor session	✓	✓	✓		
One on one Career Session w/ IDEO partner	✓	✓	✓		
Interview with any company within Hult Prize Network (judges, board, CGI, etc..)	✓	✓	✓		
One on one coaching w/ jury member of your choice	✓	✓	✓		
Final interview at IDEO for full-time job	✓	✓	✓		
Full Time Job Offer with Hult Prize Foundation	✓				

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# Incentive Awards Category Fun

	Luminary	Fab 5	Platinum	Gold	Silver
Become a Huffington Post blogger.	✓	✓	✓	✓	✓
Dinner with Hult Prize Judges	✓	✓	✓	✓	
Picture with Muhammad Yunus in New York	✓	✓	✓		
Picture w/ President Clinton	✓	✓	✓		
Clinton Global Citizenship Awards Gala Ticket	✓	✓	✓		
Meet and greet plus picture w/ Prof. Muhammad Yunus	✓	✓			
Travel to and from destination of choice with Hotel	✓	✓			
Back stage access at Hult Prize Global Finals at CGI	✓	✓			
VIP Summer Outing at Fenway Park and Res Sox Game	✓	✓			

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## Appendix: Your Hult Prize at website

Hult Prize will provide an easy to use, fully customizable website template for your Hult Prize at event. The website generator and dashboard will be available on September 16, 2014. Hult Prize has created a template school page for each CD to use and will send access through your email provided. Your email will serve as your login name and will give the CD or designated team member access to a web builder dashboard. On this dashboard, the admin can input content following the guidelines and publish the site, which will go to go live at [hultprizeat.com/your campus](http://hultprizeat.com/your campus). As admin of the site you will be able to edit your school page; images and text, view a competitors registration record, receive announcements from Hult Prize and Net Impact, and add users to help manage your schools page.


On the date of release, you will receive a detailed guide that will walk you through the process of getting your site live.


## Website Sections

The website has 9 distinct sections which are scrollable as well as hyper linked on the landing page. Each section is admin editable to custom tailor the site to your event. The sections are below;


- a) Campus Director's message
- b) 2015 Challenge: Presidents Call to Action
- c) Competing instructions
- d) Event details and Hult Prize at billboard ranking
- e) Judges
- f) Journey overview from campus to New York
- g) Organizing Committee Information
- h) Press
- i) Competitor Registration Form

## Sample of your Hult Prize at local website



 **HULT PRIZE** at Stanford

[Director's message](#) [2015 Challenge](#) [Compete](#) [Event Details](#) [Judges](#) [Staff](#) [Press](#)



### Message from Executive Director

"It's not everyday that you have an opportunity to change the world. A team of you will be representing all of us at the upcoming Hult Prize Regional Finals happening on March 13, 2015. This our chance to a chance to show the world that our institution is dedicated to Impact. See you in New York!"

**John Doe**, Title

## Win \$1,000,000 in start-up funding


### The 2015 Challenge

## CHILDHOOD EDUCATION

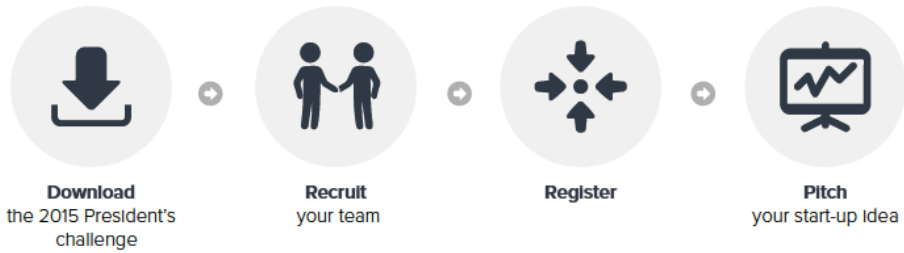
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[Detail](#)

[Register](#)



## Competing in Hult Prize is easy



### EVENT DETAIL

#### Hult Prize at Stanford Final

Time: TBD

Date: 30 November, 2014

Venue: TBD

**Current Progress:** Team Recruiting - Staff Recruiting

**Staff Application Deadline:** 30 September, 2014

**Team Register Deadline:** 15 October, 2014

**REGISTER NOW**

### HULT PRIZE AT BILLBOARD

- 1 Harvard University  
24 teams registered
- 2 Hult IBS  
18 teams registered
- 3 Stanford University  
17 teams registered
- 4 Columbia  
12 teams registered
- 6 UCLA  
10 teams registered

## JUDGES



**First Last Title**

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**First Last Title**

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## Overtake 10,000 applicants. One step closer to the CGI final

**Hult Prize at** is a turn-key solution which has been designed to allow your winning campus-wide team to bypass the traditional application round and guarantees them a place in one of six regional finals hosted around the world. The program allows more students to compete around the world, leading to more ideas and ultimately more start-ups, each poised for radical impact.

### Hult Prize at

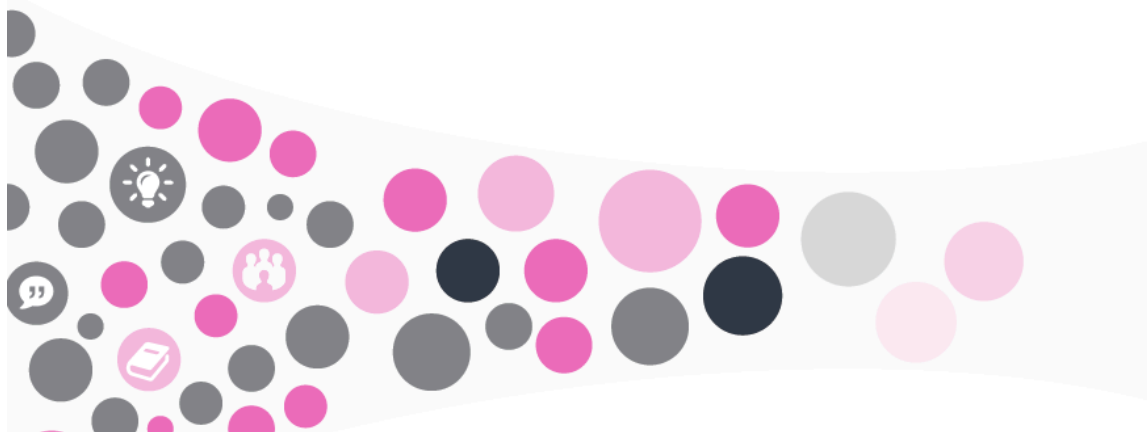
Oct 1st - Dec 10th

### Regional Final

### Accelerator

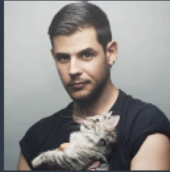
### CGI Final

- **Bypass 10,000 applicants**
- Compete on campus
- Winners advance to Regional
- Fast track your ideas
- 100+ events worldwide



## Organizing Committee

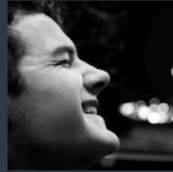
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Name  
Position



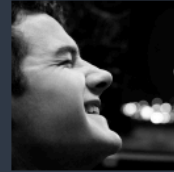
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Position



Name  
Position



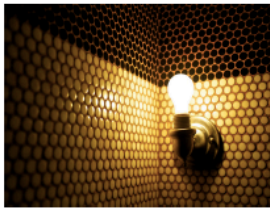
Name  
Position



Name  
Position



## Press



### Maecenas at tellus magna

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[Learn more](#)



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[Learn more](#)

Latest Tweets

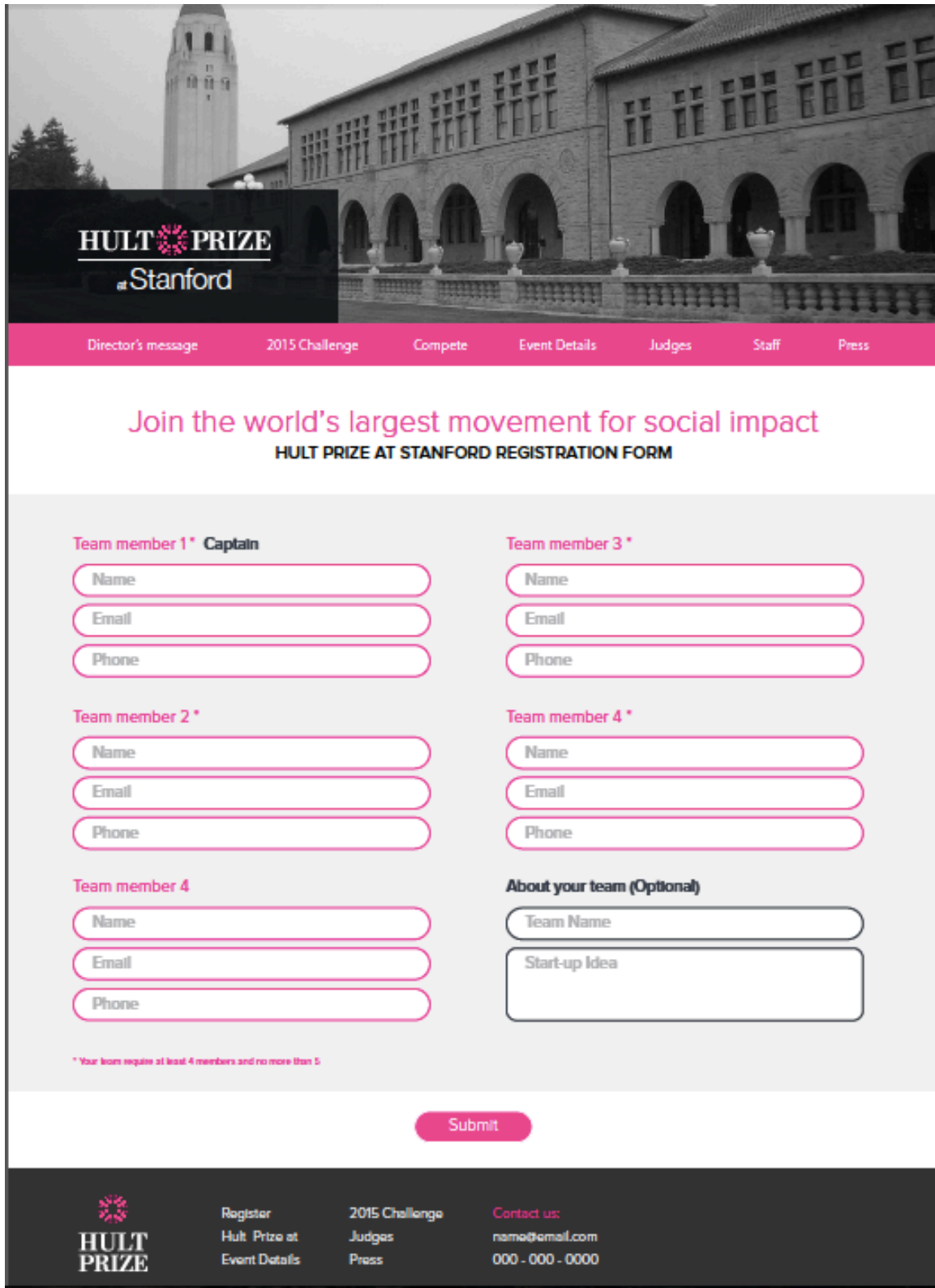
Latest Feeds



Register  
Hult Prize at  
Event Details

2015 Challenge  
Judges  
Press

Contact us:  
[name@email.com](mailto:name@email.com)  
000 - 000 - 0000



The image shows a registration form for the Hult Prize at Stanford. The header features a black banner with the Hult Prize logo and the text 'at Stanford'. Below this is a pink navigation bar with links: 'Director's message', '2015 Challenge', 'Compete', 'Event Details', 'Judges', 'Staff', and 'Press'. The main heading reads 'Join the world's largest movement for social impact' followed by 'HULT PRIZE AT STANFORD REGISTRATION FORM'. The form is divided into two columns. The left column contains three sections: 'Team member 1 \* Captain', 'Team member 2 \*', and 'Team member 4'. Each section has three input fields for 'Name', 'Email', and 'Phone'. The right column contains 'Team member 3 \*' and 'Team member 4 \*', each with three input fields for 'Name', 'Email', and 'Phone'. Below these is a section titled 'About your team (Optional)' with two input fields: 'Team Name' and 'Start-up Idea'. A small note at the bottom left states: '\* Your team require at least 4 members and no more than 5'. A pink 'Submit' button is centered at the bottom. The footer is a dark grey bar with the Hult Prize logo on the left, and links for 'Register', 'Hult Prize at', 'Event Details', '2015 Challenge', 'Judges', 'Press', 'Contact us:', 'name@email.com', and '000 - 000 - 0000' on the right.

**HULT PRIZE**  
at Stanford

[Director's message](#) [2015 Challenge](#) [Compete](#) [Event Details](#) [Judges](#) [Staff](#) [Press](#)

Join the world's largest movement for social impact  
**HULT PRIZE AT STANFORD REGISTRATION FORM**

**Team member 1 \* Captain**

Name  
Email  
Phone

**Team member 2 \***

Name  
Email  
Phone

**Team member 4**

Name  
Email  
Phone

**Team member 3 \***

Name  
Email  
Phone

**Team member 4 \***

Name  
Email  
Phone

**About your team (Optional)**

Team Name  
Start-up Idea

\* Your team require at least 4 members and no more than 5

Submit

**HULT PRIZE**

Register  
Hult Prize at  
Event Details

2015 Challenge  
Judges  
Press

Contact us:  
name@email.com  
000 - 000 - 0000

