



The Kauffman Foundation, Kauffman Fellows, StartX, and the iBoost Zone launch Play for Tomorrow, a social innovation initiative in Toronto, Kansas City and Palo Alto.

October 11, 2016 - From October 21 to 23, join Play for Tomorrow in leveraging sports as a vehicle for change by working with professional sports teams, athletes, community development organizations, entrepreneurs, designers, engineers, scientists, and the broader community to develop innovative solutions that address key social challenges facing under-served youth in our communities. Join the **Kansas City Royals, San Francisco 49ers, San Francisco Giants, San Jose Sharks, Toronto Argonauts, Canadian Football League, You Can Play Project, Urban Youth Academy, and Maple Leaf Sports & Entertainment** in reshaping youth development via emerging technologies.

Event highlights include:

- **Sports as the most effective vehicle for change, Oct. 21:** a panel session with sports organizations and community development organizations on how sports can be used to foster youth to develop sustainable social, ethical, emotional, physical, and cognitive competencies.
- **Overview of Community & Youth Development Initiatives including Potential Opportunities, Oct. 22:** problem and opportunity statements by athletes, executives and community directors from our supporting partners.
- **Intro to Design Thinking - Stanford Centre for Design Research, Oct. 22:** a workshop session in which the Stanford Centre for Design Research will work with entrepreneurs, designers, engineers, scientists to apply a design thinking approach to tackle important social barriers facing under-served youth in our communities.

Play for Tomorrow is projected to have both social and economic benefits for each host city. The initiative will challenge entrepreneurs to tackle important social barriers facing under-served youth in our community. The entrepreneurs will also receive ample support and resources to help commercialize their ideas and build viable startups and create highly-skilled jobs.

“Like our foundation’s founder, Ewing Kauffman, we believe that real change happens when everyone is working together to solve a problem. This unique event is designed to bring together entrepreneurs, community members and our youth to create innovative solutions,” says Wendy Guillies, President and CEO at the Ewing Marion Kauffman Foundation.



"This is a great opportunity to celebrate Mr. Kauffman's legacy by incorporating innovative technologies and using sports as a vehicle for social change. We're excited to collaborate with the Kauffman Foundation, StartX and iBoost on ways to disrupt and solve the challenges faced by young people," says Jeff Harbach, President and CEO at Kauffman Fellows.

"Every entrepreneurial endeavor must aim to challenge the status quo, use disruptive innovations, and aim to create a new paradigm. StartX's mission is to support founders with such ambitions at every step of their entrepreneurial journey. We share Play for Tomorrow's vision that technology has a role to play in transforming how professional athletes and sports organizations can inspire the generations that will replace ours, and are thrilled to contribute making it a reality," says Henri Deshays, Vice President of Strategic Initiatives at StartX and a Fellow with Kauffman Fellows.

"With millions of youth in their reach, it's thrilling to see so many world leading sports franchises and foundations come together for one weekend. Even better is their call for redesigning, rethinking and reimagining this ever-important impact," says Brian Bulcke, Director of Innovation at the iBoost Zone.

Larry Jacob, Vice President of Public Affairs and Communications at the Ewing Marion Kauffman Foundation, and Brian Bulcke are available for media interviews. For more information, visit: play4tomorrow.org.

About the Kauffman Foundation

The Ewing Marion Kauffman Foundation is a private, nonpartisan foundation that aims to foster economic independence by advancing educational achievement and entrepreneurial success. Founded by late entrepreneur and philanthropist Ewing Marion Kauffman, the Foundation is based in Kansas City, Mo., and has approximately \$2 billion in assets.

About the Kauffman Fellows

The Society of Kauffman Fellows (SKF) comprises innovation professionals and investors that have completed the Kauffman Fellows Program (KFP). Established in 1995, KFP, was established to educate and support the development of Venture Investors. Over the last 20 years, KFP has supported the development and training of over 500 Fellows in over 52 countries that collectively manage and deploy over \$500 billion in innovation financing.

About StartX

StartX is a Stanford-affiliated non-profit that runs one of the world's top startup accelerator programs. Its mission is to advance the development of the best entrepreneurs through experiential education and peer learning. Since launching in





2010, StartX has supported more than 350 companies and 700 entrepreneurs, from early to pre-IPO stage, working across a wide spectrum of industries. StartX and StartX Med, dedicated to medical and biotechnology innovation, provide founders with access to a powerful network of entrepreneurs, investors, mentors, and industry partners, along with office space and a variety of other resources.

About the iBoost Zone

Established by Ryerson University in 2015, the iBoost Zone is an innovation acceleration platform that supports capacity building at the entrepreneurial, venture investor and policy levels of the innovation ecosystem in Canada. iBoost is sector- and stage-agnostic, and is committed to cultivating and helping translate innovative ideas into sustainable startups.

Web: play4tomorrow.org

Facebook: [playfortomorrowglobal](https://www.facebook.com/playfortomorrowglobal)

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Hashtag: #play4tomorrow

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