

PHASE I PROPOSAL GUIDELINE

The following are the mandatory guidelines of the phase I proposal according to which the top 30 teams will be selected to be qualified for entering phase II of the contest. Please note that it is of utmost importance that you read these guidelines very carefully, and do your best to stick to the explained parts below throughout your writing process.

Ideation

1. Name of the proposed solution

2. Problem statement

The problem statement should describe the problem you are trying to solve and not the solution itself **(in 2-4 sentences)**.

3. Motivation to choose this problem

Describe what motivated you to choose this problem **(in 50 words)**.

4. Solution statement

Summarize your solution and value proposition **(in 3-5 sentences)**.

5. Other solutions

Address other solutions that have been suggested as a solution to the same problem highlighting the ways in which the participants' solution is different and/or the added value it provides **(in 100-150 words)**.

6. Solution Pitch

Highlight the crucial details of your solution project particularly addressing the following five points to formulate your solution pitch **(in 300-350 words)**:

- A. The approach towards the problem to which you are committed to solving.

- B. The solution proposed for your mentioned problem addressing what it is, what does it do and the technology it exploits.
- C. The scale of the problem in the addressed communities and approximated number of people affected by the problem including any relevant local/global statistics.
- D. The positive change implied by your proposed solution on lives upon being scaled globally
- E. The related factors to your solution that contribute to the problem including any relevant local/global statistics.

7. Most valuable customers (MVCs)

Describe the target population whose lives you are working to directly and meaningfully improve. Who are they? What are you doing to understand their needs, and how are you engaging and attracting them as you develop the solution? How will the solution address their needs? **(in 100-150 words)**

8. Innovation and value proposition

Taking an innovative approach is a key criterion for selection. Think about your solution's competitors. What defines your value proposition over the other competitors. Or, if you have no competitors, compare your solution to solutions that aim to address the same problem. What makes your solution unique? **(in 150-250 words)**

9. The core technology powering the solution

If the proposed solution is a new technology or a new application of existing technology, address this technology and how it is used. Consider providing a link to an academic paper or some other form of publicly available evidence. However, if your solution is a new model or process, address how it relies on technology to function. The definition of technology here is relatively broad and includes hardware or software, whether digital or manufactured. **(in 150-200 words)**

10. The impact of your solution on people's life

Describe in simple terms how and why you expect your solution to have an impact on the problem. It should link your activities to immediate outputs and longer-term outcomes for your target population. **(in 100-150 words)**

Sustainability

1. Business model

How you provide value to the populations you serve, both in terms of impact and revenue. Think about your key customers and beneficiaries. How do you provide the proposed products or services? Why do they want or need them? **(in 150-200 words)**

2. Sustainability

Describe why and how the solution would sustain in the future. **(in 70-100 words)**

Scalability and extensibility

1. Scalability

Describe scalability plans. Can the product be easily expanded in the future? How do you think you can scale? If you have a strategy of scaling, tell us about it. **(in 70-100 words)**