$10,000 Change the World Challenge

GO.IASTATE.EDU/DGHNRM
CHANGE THE WORLD CHALLENGE

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team/individual registration deadline</td>
<td>March 1, 2022</td>
</tr>
<tr>
<td>Presentation Workshop</td>
<td>March 9, 2022, 5:30-6:30 via Zoom</td>
</tr>
<tr>
<td>Presentation Rehearsals</td>
<td>April 6, 2022, 5:30-6:30 via Zoom</td>
</tr>
<tr>
<td>Change the World Challenge Presentations</td>
<td>April 18, 2022, 2:30 - 4:00 PM, 4250 SICTR</td>
</tr>
<tr>
<td>and Judging</td>
<td></td>
</tr>
<tr>
<td>Change the World Awards Ceremony</td>
<td>April 18, 2022, 5:15 - 7:00 PM, 0114 SICTR</td>
</tr>
</tbody>
</table>

CHANGE THE WORLD

This challenge is open to all Iowa State University students or student teams. Present and feature a “Change the World” solution addressing social and civic innovation challenges. Student teams of any number should represent diverse disciplines, experiences, and/or stakeholders. Winners will provide a compelling case statement that identifies the nature and impact of social, human-centered problems. Provide a clear solution that includes how the challenge money will fund the project. Funds must be implemented in the year following the award.

CONSULTATION OPPORTUNITIES TO PREPARE

For presentation support, critique, ideation, pushing the envelope, differentiation, and creativity, feel free to set up a meeting with . . .

- Ana Luz, analuz@iastate.edu
- Karen Piconi Kerns kpiconi@iastate.edu (Student Innovation Center)

WHAT TYPE OF INNOVATION CAN CHANGE THE WORLD?

- Civic innovation—something that changes people’s beliefs, habits, participation and/or engagement and advances an agenda or cause for the greater good.

- Social innovation/entrepreneurship—a hands-on project, program, resource, product, or service that addresses specific community needs.

- Change the world projects address challenges that inhibit, oppress, limit, or hurt individuals or communities. These are projects that propose to alleviate pain or provide support, advocacy, access or agency to those who may be disenfranchised or at risk.

- Great projects will involve community partners or resources or will involve others who have the same sense of urgency or desire to change situations for the greater good.
MAKE SURE YOU HAVE A SMART IDEA

• Specific: Make certain you have a specific solution that addresses a clear need and problem. Be vivid in painting the picture of what it before and after looks like. Walk us through an experience of your idea.

• Measurable: if you can measure the impact of the problem, you can measure the success of your solution. Measurable success projects numbers of people impacted, revenue generated, dollars saved, products, services, and programs delivered.

• Attainable: define what you can accomplish in one year—do you have resources, access to people and places, expertise—is what you are proposing feasible? Are there special permissions or tools needed to get the job done?

• Relevant: is the problem you are solving relevant to the challenges communities and/or individuals are experiencing? Can you find endorsement from people or research that could be integrated into your presentation?

• Timebound: After a year of creating the model, plans, tools, products, services or programs you intend to deliver, what will you do to sustain what you propose year over year? Is this a phased project that grows as people experience results or is this a one time event?

PRESENTATIONS AND JUDGING

Teams will receive 4-5 minutes to pitch their ideas to judges, followed by 5 minutes of Q&A from the judges. Awards will be announced after the Change the World Keynote from 5:15-7:00 PM in the Auditorium in Student Innovation Center.

POSSIBLE FORMATS

• Visual display or VR or AR

• Verbal presentation

• Written proposal and/or PowerPoint

• Visual models and/or pictures or drawings showing how things work, processes, systems, relationships

• Video

• Experiences
JUDGING CRITERIA

• REAL: How well does the proposed concept present a vivid and detailed picture of how your project will play out in the real world and real time? Remember “specific” and “relevant”

• RESULTS: How will people experience the benefits of your project? What will be the results for the community, individuals, the team that is delivering the project? Remember “measurable”

• HOW: How specifically does the proposal address allocation of the prize money? Does the concept attempt to outline potential costs, scope, and phasing for implementation. Remember “attainable.”

• REPUTATION: Does the concept differentiate and advance Iowa State University’s reputation for innovation in learning, tools, resources, and experiences for students and university partners?

• DATA: Does the proposal include research, feedback, data, and input from users, competitors, stakeholders who will benefit? Have you measured the problem and the potential impact of the solution?

• BETTER: Will the concept equip future students to serve, learn, influence, and advance with the necessary professional, intellectual, and technical skills?

• ENGAGEMENT: Paint a picture of student and university wide learning, leading, collaborating, and advancing as it relates to your proposal. Explain how your project will promote diversity and collaboration among users from a variety of colleges, professions, communities, cultures, roles, and generations.

Judges: Louis Carr, Trent Preszler, Dean Hilary Seo

AWARDS

$10,000 will be distributed among student teams with solutions to social or civic innovation challenges. Provided by Student Innovation Center, Ivy College of Business, College of Design, University Libraries

• 1st Prize (2 awards): $3,000

• 2nd Prize (4 awards): $1,000