Congratulations! You are invited to participate in the UW Evans School D-Prize second round. This application packet explains the competitions and includes instructions on how to draft and submit your full proposal. Applications are due **February 21, 2016 at midnight (PT)**.

Questions? Email Alison Cullen at alison@uw.edu. Good luck!
Competition Rules

Who Should Apply?
You should be an aspiring entrepreneur ready to pilot a new venture after receiving funding. If it proves successful, you should be dedicated to continue growing your impact as your full time career. If you are still a student, you should plan to pilot, refine your model in school, and do a full launch upon graduation.

Our vision is to provide support for talented people who want to pilot new social ventures. We hope many of the pilots we fund will eventually grow to employ large numbers of field workers who are distributing poverty solutions throughout the world.

Eligibility
This competition is open to individuals and teams with at least one Evans School student, or one alumni of the Evans School, in a leadership role. Teams can be any size.

You can choose to launch in any developing country, and may decide to operate a for-profit or a non-profit. Any winner will be awarded up to $10,000.

Individuals or their immediate family who serve on the judging panel may not apply.

Convertible Grant
D-Prize offers awards in the form of a convertible grant. This means that an award given to a for-profit winner will have the option to convert to a small amount of equity if your company reaches critical scale and issues stock to other investors in a Series A funding round. If your company does not reach triggering milestone, then the award does not convert to equity and is treated as a grant.

Awards given to nonprofit organizations are also treated as traditional grants.

Submission Policies
- Applications must be submitted following the instructions in this packet.
- Extra material outside of the application will not be considered.
- Revisions to applications after submission will also not be considered.
- Only one application per person or partnership will be considered.
- Applications must be written in English.
Deadlines and the Prize Process

Second Round
Entrepreneurs invited to participate in the Second Round will be asked to draft and submit a full plan of their social venture, roughly 10 pages in length plus any desired appendices. The plan will include a more detailed description of the venture’s operations, a three month budget, and other items. Second Round applicants will receive an application packet similar to this one, with full instructions. Those invited to the Second Round will have around one month to submit a plan. Submissions will be due February 21, 2016.

Final Round
Entrepreneurs invited to the Final Round will interview with judges on the phone. Depending on the promise and cost-effectiveness of a proposal, judges may award up to $10,000 in funding. Seed capital awards may be given to more than one winner. Winning ventures will be announced by April 15, 2016.

After You Win: Starting Your Pilot
We fund ideas we believe can succeed, and we are invested in making that happen. Besides funding, the D-Prize organization may offer mentorship from already-proven social entrepreneurs, and can assist in helping your venture attract future funding if the pilot proves successful. We will also provide you access to the D-Prize network of past winners, and will do our absolute best to help you in any other way we can.
Second Round Judging Criteria

Judging Process
Second Round contestants will receive at least two additional independent readings by judging panel members. The D-Prize judging panel is composed of individuals with professional experience distributing life-changing technologies in the developing world.
Judges are not personally involved in the ideas being judged, nor do they have any immediate family involved.

Judging Criteria
Contestants are evaluated based on:

- Commitment and quality of the leadership team.
- Quality and thoroughness of the social venture plan.
- Projected impact of the venture on the developing world, as noted by suggestions and forecasts offered in the full social venture plan.
- Feasibility of post-competition success, based on how well the program may sustain and flourish in the future.

Application Tips

- Be succinct. Successful proposals are focused and clear. Orient your application towards an educated judge who is relatively knowledgeable with the key issues.
- Focus on scale, impact, and cost-effectiveness. Successful applicants will build a plausible case that their intervention is highly scalable, will have measurable impactful, and is cost-effective.
- Keep within scope. The most successful startups avoid spending resources on too wide or too many areas. A well-focused, tightly scoped idea will perform best in this competition.
Second Round Application

**Candidate Statement (limited to 1 page)**
- Successful entrepreneurs are unique individuals. Why will you be successful above others?
- Successful ventures require highly committed founders. How will you juggle this work with your other professional commitments?

**Full Proposal (limited to 10 pages)**

Please draft a plan for your pilot and beyond. Focus on operational details – this counts!
- Executive summary: briefly summarize the problem you are targeting, your solution, and your long term vision. Consider including evidence that your specific solution is cost-effective.
- Operational model: describe in detail how your social venture will operate. Consider describing how you will reach your customers/end-users, how you will hire staff, how you will manage customer financing and inventory management, and anything else important.
- Partnerships: does your new organization rely on any specific partnerships? What conversations or agreements are already in place?
- Pilot Location: Where will you pilot? What are the specific needs of the people in that region, and what specific challenges might you face during the pilot?
- Milestones: Include a table describing the number of poverty solutions you will distribute, number of people you will help, and funding you will raise during each month of your pilot. Also include milestone estimates for your venture after 1 and 2 years.
- Team: Briefly describe the current team, their responsibilities, and who will be full time and in-country. Organization charts are welcome.
- Budget: We want to understand how you will spend your D-Prize award. Please create a budget in US dollars with 10-15 major line items. Include columns forecasting revenue and expenses for 3 months, 1 year, and 2 years.
- Funding plan: Can you include a sample email that you might use to introduce yourself to new funders? Can you also list up to five potential funders who you might email for support sometime within your first year?
- Vision to Scale: If successful, how will you expand? Will you expand to new areas, or open new lines of business? What risks might you encounter?

**Appendices (if you are already operating, please include the following)**
- A budget for your full organization from the previous year.
- A list of your top five donors and the amounts they have donated.
Ready to Submit?

Application Instructions

- Prepare your proposal and any appendices you wish to include, and save as a PDF. Files must be less than 4 MB. Please clearly name your files.
- Upload your documents and submit to: www.d-prize.org/UWEvans2.

Questions?
Email Alison Cullen at alison@uw.edu. Good luck!