# IDEAS SCOPE STATEMENT GUIDELINES

Welcome to the 2019 IDEAS Global Challenge!
The IDEAS Global Challenge is MIT's annual social innovation competition run by the Priscilla King Gray Public Service Center, now in its 18th year. IDEAS helps you take your social impact idea to action, and connects you with the right resources along the way. Hundreds of teams have taken part in IDEAS over the years, and over 160 have implemented them in their chosen communities.

You can enter IDEAS up to 3 times over the school year: October 25, January 17, and February 28. The final competition and showcase is on Saturday, April 27, 2019. Teams are judged for their ideas' innovation, impact, and feasibility (see Eligibility & Criteria below).
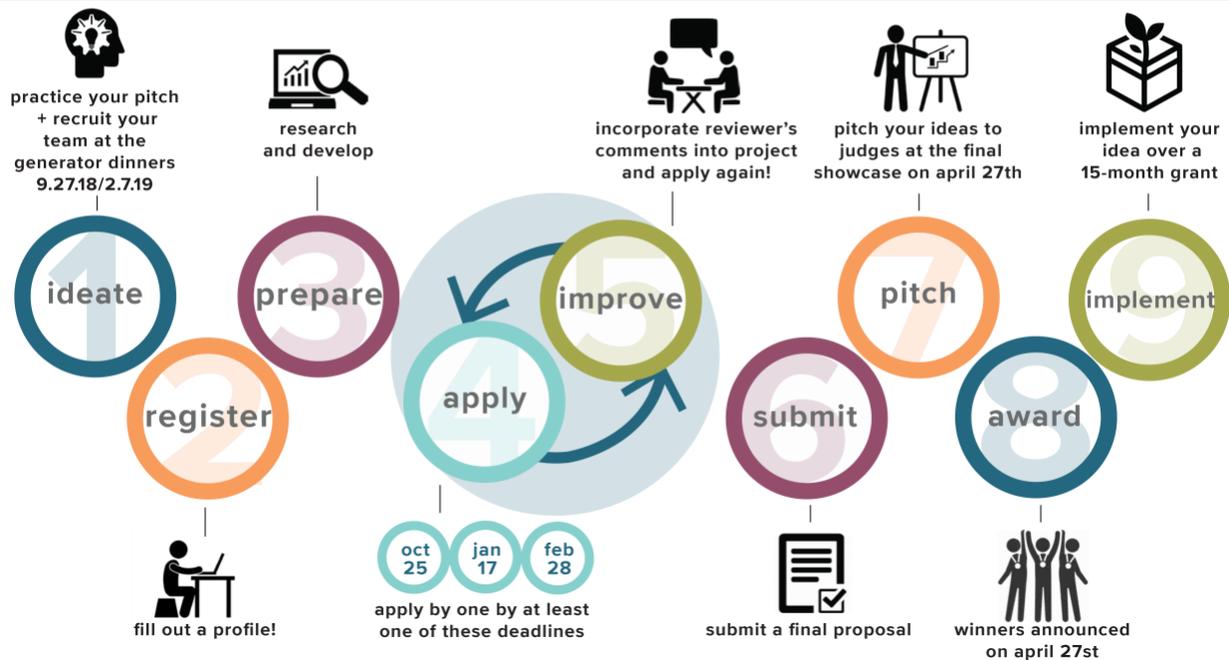
How to participate in IDEAS:
1. **IDEATE:** How do you want to innovate for social impact? Get your mind working and find partners at our Generator Dinners, (Sept 27, Feb 7), or other social impact networking opportunities on campus
2. **REGISTER:** Register yourself and your team, and fill out your profile at https://ideasglobalchallenge.fluidreview.com/
3. **PREPARE:** Prepare a Scope Statement, think about who your community partner will be, research your problem. If you need grants to improve your idea, by traveling to your community, or prototyping, apply for the opportunities provided by Sandbox, ProjectX, or Legatum Seed Grants!
4. **APPLY:** Submit your Scope Statement (on FluidReview) by at least one of the three deadlines
   a. October 25
   b. January 17
   c. February 28
5. **IMPROVE:** After each entry round you'll receive feedback from a team of reviewers. You'll also pick a time to meet with IDEAS staff to discuss your ideas and the reviewer comments. Incorporate the feedback to improve your ideas. When possible, attend "Get Good Stuff Done" workshops: http://bit.ly/MITgoodstuff.

6. **FINAL COMPETITION:** If selected, your team will be invited to submit your Final Proposal to the judges by Tuesday, April 9.
7. **PITCH:** Pitch your idea to judges and the audience at the Final Showcase on Saturday, April 27. We'll give you opportunities to prepare with public speaking workshops.
8. **REALIZE:** If judges select your team to receive an implementation grant from IDEAS, congratulations! Prepare your work plan at the IDEAS Winners' Retreat (May 10-11), and implement your idea over the 15-month grant (through August 2020).

1. Project Eligibility & Criteria

Eligibility

Team structure: Each team must be led by one or more full-time MIT students for the duration of the competition (through June 2019). A full-time MIT student on the team must also have significantly contributed to the innovation of the project. The team should have a strong core of MIT students, but you're welcome to invite others to join the team. Consider bringing in people beyond MIT students that will contribute the right skills to round out your team.

Service-focused & ethical: IDEAS is a program of the MIT Priscilla King Gray Public Service Center. As such, all projects must have a service focus, working to address an unmet need for an underserved community. We are looking for projects in which the social mission is explicit and central.

Location: While projects can take place in the US or abroad, we are guided by MIT's Travel Risk Policy for determining whether students can travel to certain locations. Please be sure to check whether your project location is on this list: https://icc.mit.edu/travel-abroad/safety-and-security/international-travel-risk-policy-country-warning-levels. We do not permit students to travel to High Risk locations, and we work with students on a case-by-case basis for other countries with travel warnings.

Criteria

Innovation: a transformative solution to a complex community problem or issue. Innovation can be a product, a process, a technology, a market-based solution, or a service that is either entirely new or is being used in a novel and beneficial way. Innovation creates value and new opportunities for the community and offers benefits that are an improvement on previous efforts.

Impact: creating social value at a meaningful scale for individuals, communities, or systems. In addition to scale (depth and breadth of influence), impact also considers the permanence of a change, dependence vs. empowerment, and a full exploration of stakeholders and how they will be influenced (positively or negatively) by your work.

Feasibility: potential for significant progress to be made in 15 months using the IDEAS Global Challenge award funds; potential for long-term effectiveness and sustainability over time; team with the necessary skills to implement an idea

IDEAS is not a business plan competition, but rather a space for innovative, service-oriented, student-led projects. Projects might be related to a student's venture (non-profit, benefit corporation, for-profit, etc.) or the pilot/seed of future ventures, but we do not provide direct funding for ventures.

2. Dates for Entering IDEAS

The due dates for Scope Statements are:
*   Fall: Thursday, October 25, 2018, 6:00PM (EDT)
*   IAP: Thursday, January 17, 2019, 6:00PM (EST)
*   Spring: Thursday, February 28, 2019, 6:00PM (EST)

On the submission site (https://ideasglobalchallenge.fluidreview.com/), your MIT team leader will need to set up an account on behalf of the team. You'll be asked to submit basic information about your team there, which may be used in a public profile page. Then you can upload your Scope Statement.

Once you submit your Scope Statement, we'll assign a set of reviewers to read your submission and write helpful comments for you. We'll schedule a meeting with your team and the IDEAS staff to review the comments and talk through opportunities and resources particular to your team.

Every team must submit *at least one* Scope Statement to be eligible for the final round, but we encourage you to enter up to three Scope Statements (one at each entry deadline) to receive additional feedback. We'll use the latest version of your team's Scope Statement to determine your eligibility for the final round. Final proposals for eligible teams are due on Tuesday, April 9, 2019 by 6:00pm.

3. What to include in a Scope Statement

Use the Scope Statement to tell us about your intent – it does not need to be a fully formed proposal yet, but the more information you can provide, the better! The Scope Statement is your opportunity to detail the scope of your project, its context, and why you're the team to move it forward. There's no specific page requirement for Scope Statements, though we have found 3 to 4 pages to be most helpful. Your final proposal cannot not exceed 8 pages.

Below we've provided the required outline for the <u>final proposal</u>, which you can use to begin to frame your scope statement:

Executive Summary

- Provide an overview/abstract that concisely summarizes your project

The Problem

- **Background/Context/Framing:** Lay out the need/opportunity for your idea. What is the problem you're addressing? What is the extent of the problem? What community will you assist? Why is it important that the need be filled?

- **Explain Prior Attempts to Solve Problem:** What prior art is currently in use? What other solutions have been developed to address this problem? Who else is working in this space? What are the benefits and drawbacks of prior attempted solutions? Why were prior solutions inadequate or not as helpful as possible? Include references.

- **Your Connection to this Problem:** Why are <u>you</u> working on this project? How did you and your team members learn about it, and why are you passionate about addressing it? What knowledge, skills, or experience make your team able to contribute to solutions? (You'll also have space to address this in the team bio section.)

The Solution/Innovation

- **Your Innovation - The technology, process, idea, business model, etc. explained in detail:** Is your project something new altogether, a new combination of different parts and systems?

- **Explain exactly why you believe it is innovative** (i.e. creative and transformative solution that is an improvement on previous efforts)

- **Why this innovation is a significant improvement upon previous work:** How does it solve the problem? How is your idea better than existing solutions for community needs? How have you incorporated (or how will you incorporate) user feedback in the design process to ensure it meets their needs?

- **Current stage of development:** How long have you been working on this innovation and where are you in the development process?

Project Description/Feasibility

The "project" is the plan for implementing your innovation so that it has a real positive impact for a group or community. **IDEAS <u>is not</u> a business plan competition**, but rather a space for innovative, service-oriented projects. The best projects often involve co-design with users and beneficiaries. In cases where your innovation has not yet been approved for use or human testing, describe what your project will entail in terms of working with a group or community on the development, design, and user feedback.

- **What the project entails:** Provide an overview of your project. What key factors contributed to the design of your project?

- **Where you're working:** Will the project take place in multiple locations? How much time will you be spending with the community/ies where you're launching the project?

- **Community Partnerships:** This is an important part of the proposal, as it helps demonstrates that your project will have traction in the community where you intend to work. You should have a community partner (organization, individual, company, etc.) who will assist you with design, implementation, or support. Who is that? What is their relationship with the community? What is their role in your project?

  o NOTE: You will be required to provide a name and contact information for a community partner who is willing to confirm their support for your project.

- **Additional Stakeholders:** Whom else are you working with in the community you intend to serve? What relationships will be necessary to build in the next year as you implement your project?

- **Work to date:** What research have you done to support your project? What have been your major milestones? Do you have a prototype, business plan or other plans? How long have you been working on this as a team? Have you been to the project location? What is your familiarity with the community?

- **Broad implementation plan:** What is your approach and plan for proceeding? What will be your key milestones? How will you measure your progress? Given that the implementation awards are to support the next 15 months of implementation, consider how that fits into the scope of your work.

- **Timeline:** Sketch out the main steps in a timeline or Gantt chart. What will you do in the next 30 days, 3 months, 6 months, 12 months and beyond. Who is responsible for each role?

- **Challenges to Implementation:** Acknowledge some of the potential challenges for implementing your project. How might you plan in advance for potential setbacks? What steps can be taken to lessen risks?

Impact

- **What are the expected benefits of the project?**

- **For whom:** Who will be influenced by your work? How will it affect the people for whom it is intended? Other community members or stakeholders? What additional effects do you anticipate from your work?

- **Magnitude:** How many people will your project affect and to what extent? Your goal might be to affect the lives of just a few people in a profoundly meaningful way, or it could be to change quality of life for many in a small way. Does your project involve direct service, scaled service, systems change, or framework change?

- **Immediate Impact and Long-Term Vision:** What would the impact be at different stages of the project? How do you intend to achieve these?

- **Ethical considerations:** What are some of the potential negative effects or risks associated with your project? Judges will want to see that you have given this some thought and are planning for these possibilities.

- **Sustainability Considerations:** Some projects are intended to address short-term community needs; others address long-term, systemic issues. We'd like all teams to seriously consider how their projects affect the communities they work with. What steps will you take to ensure that the project produces meaningful impact and is not negatively disruptive? Will community members carry the project forward in your absence? Are extra burdens being placed on the community? Are dependencies created?

Your Team & Mentors

- **Team Bios:** Please keep the bios for your team members brief (3-5 sentences). Who is on your team? How do your skillsets and experience align with the skills needed to implement the idea? Do the team members bring transferrable experience from previous work to this project?
- **Mentors/Advisors:** Describe the set of partners, mentors, and advisors who will assist you with your project development. What roles will they serve in developing the project? What additional human resources or

expertise might you need over the next 15 months?

The Budget

- Present a detailed and realistic vision of what the project will cost. Your budget may exceed the top award amount from IDEAS; if so, indicate where other sources of funding may come from.
- If you were to win an IDEAS award, how would you allocate the funding? Describe how it fits into your overall implementation plan.
- This should be a budget for a project, not just general support for a company or non-profit. Our funding cannot be used for business expenses, such as salaries or legal fees. Funds can be used towards travel expenses, materials and supplies, equipment, manufacturing, maker space fees, app developers, and other services required for launching your project.

PLUS, for Scope: Resources – Mentorship Needs, Connections
- Do you need specialized advice or connections?
- Are you looking for more team members with certain skills?
- Are you looking for a mentor? If so, let us know what you're looking for.

4. What's next?

Approximately 2-3 weeks after submitting a Scope Statement, you'll sign up for a 20-minute meeting with IDEAS Staff to discuss your project concept and reviewers' feedback. This is also an opportunity to ask any questions you have about the IDEAS process and brainstorm with our staff. We're here to help! It is required that your team attend a review session with us if you would like to be considered for the Final Round.

Recommended next steps:
- Submit again! If you've already submitted a Scope Statement, consider submitting again for additional feedback.
- Attend some of the Get Good Stuff Done workshops to strengthen aspects of your project. Learn more at http://bit.ly/MITgoodstuff
- Start working towards your Proposal, which is due Tuesday, April 9, 2018 by 6:00PM.
- Check out additional upcoming events and other opportunities to enhance your project (dates on our website).

Questions? Email globalchallenge@mit.edu.