

**Program Overview**

Each year, Changemaker Institute (CI) supports budding social entrepreneurs who are interested in building social impact ventures that relate to a range of challenges, communities, and approaches. **CI participants are either founders of their own social impact venture (such as a non-profit, program, student-run organization, or business) OR are focused on building a new and innovative capacity within an existing organization.**

CI focuses not only on **launching successful ventures**, but also on **equipping students with tools to more deeply understand the challenges they are addressing**. As part of CI, students become more aware of local partners, champions, and allies tackling those same challenges. **CI students embark on a journey of learning and iterating their ideas while joining forces with other local change agents, and honing skills and competencies of leaders and social entrepreneurs**.

Throughout CI, **students will develop ideas and hone plans for their ventures through interaction with local innovators, mentors, and peers**. CI will connect participants with a supportive community of **CI alumni, mentors, and community leaders** working at the nexus of social change and innovation in the wider community. In doing so, students that complete CI will have the ability to create a roadmap for a social venture that can be sustained beyond the Changemaker Institute.

**Participants can work individually on their ventures, but we encourage teams to apply together whenever possible**. CI is a strong platform for access to funding for venture development through Tulane- based opportunities, and to other, advanced opportunities in social entrepreneurship beyond campus. Each eligible participant - regardless of whether they are working individually or on a team - can apply for over $20,000 in funding through our three awards. CI alumni have been accepted to local and national incubators including [Idea Village](http://ideavillage.org/), [Propeller](http://gopropeller.org/), and [Echoing Green](http://www.echoinggreen.org/).

**Eligibility**

CI is open to all Tulane undergraduate, graduate, and professional degree students enrolled in classes part-time or full-time. Students must be able to participate in interviews Nov. 16-18, 2016 and in the workshops on the dates listed below.

**Commitment**

**WORKSHOPS**: *All participants must attend eight workshops on Saturdays from 10:00- 2:00 pm. Free lunch from a local business is provided.(4 hours weekly)*

Workshops provide a space in which to learn from local innovators and review progress with the cohort and the CI Team. Workshops will take place on January 21, 28, February 4, 11 and 18, March 4, 11, 18, and April 8th, with the culminating event on April 12th, 6-8 PM. Participants are expected to attend ALL sessions.

**PACKAGES**: *All participants must complete a weekly Package before each session (1 hour weekly).*

Student designers (that’s you!) will have a weekly Package to complete by the morning of each week’s workshop. These Packages are strategically designed to build entrepreneurial skills and should take on average one hour to complete. The weekly Packages are directly linked to the subjects covered in the workshops. Weekly Package completion is essential in moving forward each week; at the end of the CI experience, designers will have constructed the scaffolding needed to continue building and refining their venture.

**MENTORS*:*** *All participants connect with their mentor each week (30 minutes weekly)*

Each venture will be paired by the CI Team with personalized mentors in your field. It is expected that you communicate with your mentor on a weekly basis (half hour over phone) and send your mentor, as well as the CI Team, your weekly Packages. Your mentor should be very helpful in reviewing your Package with you and helping you with any challenges. The Change Team will have frequent contact with mentors and will make sure that both students and mentors remain accountable to one another.

**Application Process**

A venture may be led by an individual student or by a team of students.

* **Single‐student led ventures** submit the full application written by themselves alone.
* Students in **team‐led ventures** must each submit an individual response to Part I of the Written Application, but Part II, which includes Venture Information and Short Responses, should be submitted once, on behalf of the venture as a whole.

Each team member’s Part I responses on the Written Application should be compiled, one after another, in the venture’s single application document.

**The CI Application is a three‐part process.**

1. **Primary Application:** All applications must be typed and uploaded electronically as Microsoft Word documents to the CI Application box folder by Monday, Nov. 7, 11:59 PM CT.
   1. Directions for upload:
      1. Save your application Full Name of Venture, First and Last Initials of Students on Team, CI Application 2017.
      2. Send an email, subject message “CI Application," with your application attached as a word document to [CI\_Appl.d6rwtqyl381r9ldm@u.box.com](mailto:CI_Appl.d6rwtqyl381r9ldm@u.box.com)
2. **Interview**

Semi-finalists will be invited to interview with the CI team during the week of November 14-18, 2016.

1. **CI Package Preparation**

Accepted CI participants are expected to submit their Winter Package (received by 12/5/16) to [jlang@tulane.edu](mailto:XXX@tulane.edu) by January 4, 2017 at 11:59 pm CT. The Winter Package is designed to kick-start designers’ growth by beginning preparation for CI over winter break. The Winter Package will involve describing in more detail a particular portion of the application, determined on an individual basis by the CI Team.

**PART 1**-   **Team Member’s Basic Information**

*For student teams,* ***this section should be completed separately by each student in the venture****. When submitting the final application file, make sure to include everybody’s responses to Part 1, one after the other.*

*Note: Contact information will be shared with the 2017 CI cohort and mentors.*

First Name:

Last Name:

Major(s):

Minor(s):

Class:

School (undergraduate, graduate, etc.):

GPA:

Phone Number:

Email:

**Personal Statement** (100-200 words)

Why do you care about the issue you are seeking to address? Why should other people care? Take this as an opportunity to communicate your passion and interest.

**PART 2** -   **Venture Profile**

*For student teams,* ***this section should be completed as a team****.*

**The Problem**

**THE PROBLEM**

* What specific problem are you trying to solve?

* What impact does this problem have in the community you are hoping to serve?

**Research + Inspiration**

**RESEARCH**

What research have you done on **the problem** so far?

***Applicants should demonstrate evidence of conducting both primary and secondary research before submitting their application.***

*Note: Be sure to track contact information and notes for any people contacted so you can follow up accordingly later in CI. Likewise, track secondary research links and information for future reference.*

* **Primary Research** (new research you conduct). This can involve questionnaires, surveys or interviews. Go out and talk to at least 5 people. What do they think of this issue? What ideas do they have? Use the Customer Discovery Worksheet as a guide: <http://bit.ly/CI_CustomerDiscovery> (strongly recommended but not mandatory)
* **Secondary Research** (information previously researched for other purposes and publicly available). Read up on the issue in at least 10 sources including newspapers, journals, magazines, editorials, books, etc. Make sure that you include some peer-reviewed research in your analysis - tools like EBSCO Host, Google Scholar, and Ulrich’s Web can help you identify peer-reviewed journals and articles.

What research have you done on **your idea** so far?

*Provide bulleted notes in the sections below- provide concise thoughts (each section should have 3-5 bullets points, except for the organizations’ names).*

What have you learned regarding organizations that are **providing similar products and/ or services**?

|  |  |  |
| --- | --- | --- |
| ***Similar Organizations in your host community (List 3-5 orgs)*** | ***How is your venture similar to this org? What elements of the org’s profile/work have informed your approach?*** | ***How is your organization different, and what innovative thinking are you bringing relative to this org?*** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**What organizations inspire you?** Who could be a partner? These organizations could be inside or outside of the community you wish to serve.

|  |  |  |
| --- | --- | --- |
| ***Org name (List 3-5 orgs that are doing pieces of your idea that you want to learn from and potentially consider as a partner, or create a collaboration)*** | ***What could the organization contribute to your venture and what approaches or resources can you draw from?*** | ***What will you be adding, and how do you see your collaboration/partnership producing innovative and effective work?*** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**Project Proposal**

***This portion of the application should only be completed once, NOT once by each student in the same venture. Each response to the prompts below should be 100 – 200 words.***

**PROJECT ABSTRACT**

Please provide a 1-3 sentence summary of your project, suitable for use in publications about the CI and on the Taylor website.

We define “social innovation” as *novel solutions to a social problem that are more effective, efficient, sustainable, or just than existing solutions and for which the value created accrues primarily to society as a whole rather than private individuals* (Phill et al., 2008). What is new about your idea, and why do you think it will work?

What is your proposed legal structure (non-profit, for-profit, hybrid?) Why does this legal structure make sense for the work you are doing?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 6. Key Partners  Who are key partners (summarize information from your research)? | 1. Value Proposition  What is your “Big Idea”?  What value do you deliver to your user/customer/client?  Which one of your customer/client/user’s problems are you trying to solve? | | 3. Channels  How will people/clients/customers access your product/service? | *2.* Customer Segments  Who will use your service/ product and who will benefit?  Your idea should demonstrate social or environmental impact |
| 4. Cost Structure  What costs are associated with your venture?  Map out key costs below | | 5. Revenue Streams  What are your funding streams?  What do clients/customers currently pay? How are they paying? How would they prefer to pay?  How much does each Revenue Stream contribute to overall revenues? | | |

**Fill in the below canvas about your venture or your idea. Fill in the below canvas about your venture or your idea. Top of Form**

**Top of Form**

**Fill in the below canvas with concise bullet points about your idea (in order from 1-6).**

**THE RISK**

* What challenges or obstacles do you expect to face? Consider weaknesses (internal things that you and your team have direct control over) and threats (external things that your team does not have direct control over).

* How do you plan to address these challenges or obstacles?

* What objectives would you want to accomplish with a $2,500 award? How would the way that you spend this money help you achieve your goals as a venture?

**Program Objectives**

* Why do you want to participate in CI? What are you hoping to learn or gain?
* Mentorship is a significant component of CI. What skills and expertise would you want in your ideal mentor? How do you envision your mentor helping your venture grow? *(ie, I want a mentor who is well connected with local arts nonprofits, elementary schools, or someone who knows a lot about finance.)*

* What results would you like to achieve by the end of CI, in April 2017? Please share specific goals, milestones, and deliverables.
* What future goals do you have for your venture? What might your venture be doing in 6 months? In 3 years?

**Interview Availability**

*Please fill in dates and times you (or your entire team, for team ventures) would be available for interview on Tulane’s Uptown Campus in the Richardson Building on November 16 – 20, 9:00 am to 5:00 pm CST.*

**INSERT TABLE WITH SCHEDULE**

*For ventures with multiple team members, please note each person’s role and preliminary title. If you are working alone, list anyone who you might work with on this venture in the future, or what support you can foresee needing.  Please indicate level of commitment for each person (ie: brainstormed as potential team member, has been invited to join the team, has accepted an invitation to join, is a co-founder, etc.)*

*Examples: Julian – Marketing Chair (confirmed participation); River – Treasurer (has expressed interest but has not officially joined yet); Yvanka- Community Outreach (an active leader in my sorority, but has not yet been approached about the idea).*

**Additional Information**

This is an optional section.

Use this space to share with us any further information you would like us to know about you. What are you involved with on campus or beyond? What ideas do you have for CI? What are you most excited about? Who would you love to be your mentor?

Thank you for taking the time to complete this application. We will be in touch regarding semifinalist interviews by Thursday, November 10th.

**Questions**

Questions can be directed to Julia Lang, Program Manager at Taylor via email at [jlang@tulane.edu](mailto:jlang@tulane.edu). Students are also encouraged to come in to office hours at Taylor (Mondays, Wednesdays, and Fridays from 12-3) with questions or to review their applications with the Change Team.

**Stay Connected**

* Follow the Facebook Page for Tulane Fans of Changemaker Institute
* Follow the Facebook Page for [Taylor](https://www.facebook.com/taylortulane?ref=aymt_homepage_panel)
* Read the [Taylor Blog- the ChangeHub](http://tuchangemakers.tulane.edu/)
* Read the Taylor Newsletter