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**CI Program Overview**

The Changemaker Institute (CI) is a social venture accelerator for graduate students that deepens students’ understanding of social issues, connects them to local mentors and experts, and equips them with entrepreneurial tools to create a social enterprise.

**We strongly encourage team ventures, but solo participants are accepted.**

**Participants are either founders of their own social impact venture (such as a non-profit, program, student-run organization, or business) OR are innovators for building new 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.

**We support ideas with strong social or environmental missions and offer students:**

* A framework and process to **deepen one’s understanding of social issues** and **form partnerships** with change agents tackling that issue.
* **Growth in social entrepreneurial skills**
* **Business model development** skills
* **Mentorship** from Tulane and New Orleans’ social entrepreneurial communities
* Support from an active international Changemaker Institute **alumni network**
* Preparation for applying to **funding opportunities** at Tulane and beyond (each eligible participant - regardless of whether they are working individually or on a team - can apply for up to $4,000 in funding through our two 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/).

**CI is a program for graduate students, but applications from upper-level undergraduate students will be considered**, so long as **students have a strong understanding of the social issue they wish to address.**

**Commitment**

**TIME COMMITMENT**. All participants must:

* Attend a **2 hour orientation meeting in late November or early December** (timing TBD based on participant availability)
* Attend **five workshops in the spring on Saturdays (1/11, 2/1, 2/29, 3/14, and 3/28) from 10 AM- 2 PM.**
* **Attend a weekly 1-1.5 hr meeting with their cohort and the CI team** from **1/14 -4/8** (excluding university holidays)
* **Participate in the Taylor Student Showcase on Wednesday, April 15th, 2020, from 5:30-8 PM** (participants expected to be there 4-8 PM).

**Eligibility**

CI is open to all Tulane graduate and professional degree students enrolled in classes part-time or full-time. Students must be able to participate in interviews **November 13th-18th**.

**Application Process**

A venture may be led by an individual student or by a team of students, but we **strongly encourage building a team** to help diversify ideas and lessen the workload of each member.

* **Single‐student led ventures** submit the full application written by themselves alone.
* Students in **team‐led ventures** must each complete an individual response to **Part I** of the Written Application. **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 emailed to Julia Lang ([jlang@tulane.edu](about:blank)) by **November 1, 2019, at 11:59 PM CT.**
   1. Directions:
      1. Save your application as “Full Name of Venture\_First and Last Initials of Students on Team\_CI+ Application 2020.” (ex: Vibranium Unlimited\_BP\_CI+Application 2020)
      2. Send an email, subject message “CI Application," with your application attached as a word document to[jlang@tulane.edu](mailto:jlang@tulane.edu)
2. **Interview**: Interviews will be held by the CI team **November 13th-18th, 2019.**
3. **CI Jumpstart Package Preparation**: Accepted CIparticipants will be given an assignment over winter (spring cohort) or summer (fall cohort) to jumpstart their learning before the accelerator begins.
4. Spring 2020 participants are expected to submit their CI Jumpstart Package to [jlang@tulane.edu](mailto:jlang@tulane.edu) by **Sunday, January 5th, 2020 at 11:59 pm CT** (participants will receive directions for this package by 12/13/19). Fall 2020 participants will complete the package over summer.
5. The Winter Package is designed to kick-start venture growth by beginning preparation for CI over winter break. The Winter Package will involve expanding and developing a particular portion of this application, determined on an individual basis by the CITeam.

**PACKAGES**: All participants must complete a weekly assignment before each session. These assignments are strategically designed to build entrepreneurial skills and should take approximately **two hours to complete (per person)**. Package completion is essential in moving forward each week; at the end of the CIexperience, you will have the necessary foundation and toolkit needed to continue building and refining your venture.

**MENTORS**

As a CI Participant, you will receive a personal mentor and gain access to a list of social innovators and social entrepreneurs in New Orleans and around the country with different areas of expertise who are interested in helping you move your venture along.

**PART 1**

**Basic Information of Team Member(s)**

*For teams,* ***this section should be completed separately by each member 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 of participants will be shared with the 2020 CI cohort and mentors.*

First Name:

Last Name:

Academic Department/Program (graduate Public Health, graduate Freeman School, etc.):

Expected graduation date:

GPA:

Phone Number:

Tulane Email:

Non-Tulane Email:

Student ID Number:

**Personal Statement** *(~ 250 words)*

Why is the issue you are seeking to address so important to you? Take this as an opportunity to communicate your passion and interest.

Why do you want to participate in CI? What are you hoping to learn or gain?

**PART 2**   **Venture’s Profile and Project Proposal**

*For teams:* ***This section should be completed as a team.***

**Cohort Year**

This application is for students interested in either the **Spring 2020 cohort (application due November 1st, 2019)**, or the **Fall 2020 cohort (application due March 1st, 2020)**.

Please note if you/your team is interested in the spring or fall cohort:

**Spring 2020:** (yes/no)

**Fall 2020:** (yes/no)

**The Problem** (*~ 250 words)*

What specific problem are you trying to solve? Try to be as specific as possible and give details about the community you are hoping to serve, who it consists of, where they live, the history of the issue, etc.

* WHAT: Describe the social issue you are trying to tackle. (Give background on this issue—is it recent or ongoing?)
* WHO: For social issue: What group of people is affected by this issue? Be as specific as possible and include demographics, geographic location, etc. For an environmental issue: What/who is specifically affected by this issue?
* HOW: How does this problem impact the community you are hoping to serve?

**Project Proposal** (*~ 250 words)*

We encourage you to think through your ideas at this point. However, it is expected that your ideas may change throughout the course of CI. There will be room for flexibility as you learn and grow, but we are looking for detailed and feasible proposals here.

* What is your big idea*? This should be an* ***idea for your own social impact venture******OR******your idea to build innovative capacity within an existing organization***. If you are working to build capacity within a pre-existing organization, your research should reflect knowledge about and communication with staff and stakeholders at that organization*.*
* 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, or hybrid business, or school or community club or campus organization)? Why does this legal structure make sense for the work you are doing?

**PART 3- 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. All participants in CI are expected to have lived or spent significant time learning about the issue their social venture addresses.***

* **Primary Research** (new research you conduct to learn about your problem or customer base). This can involve questionnaires, surveys or interviews. **Talk to at least 5 people** (potential users or stakeholders, such as a client, student, professor, subject expert, employee at an organization, community members, etc.). Conversations can be done in person, via the phone, or by emailing questions. **Take notes**: 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). *Remember, be professional and gracious when reaching out to others! Your actions will reflect back on Tulane and the Taylor Center.*
* **Secondary Research** (information previously researched for other purposes and publicly available). **Read up on the issue in at least 10 source**s including articles from newspapers, journals, magazines, editorials, books, etc. Make sure that you include some peer-reviewed research in your analysis - tools like Howard Tilton Library Website, EBSCO Host, Google Scholar, and Ulrich’s Web can help you identify peer-reviewed journals and articles.

**Using research compiled above, fill out the chart below.** *Provide bulleted notes in the sections below with concise thoughts (each section should have 3-5 bullets points, except for the organizations’ names)*

**COMPETITORS**

Research organizations that are **providing similar products and/ or services to your target population**? *Organizations can be local or national and potential future competitors.*

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| --- | --- | --- |
| ***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?*** |
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**INSPIRATION/POSSIBLE PARTNERSHIPS**

**What organizations inspire you?** These organizations could be inside or outside of the community you wish to serve and potential future partners.

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| --- | --- | --- |
| ***Org name (List 3-5 orgs that are doing pieces of your idea that you want to learn from and consider as a partner/collaborate with)*** | ***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?*** |
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**Based on your learning, summarize your venture using the below canvas (complete it in order of the numbers before each title, from #1-6). Use concise bullet points**

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| --- | --- | --- | --- | --- |
| 6. Key Partners  Who are key partners (summarize information from your research)? | 1. Value Proposition  What is your “Big Idea”?  What value do we 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 product/service and who will benefit?  Your idea should demonstrate social 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? | | |

**THE RISK** *(100 – 250 words)*

* 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?

**OBJECTIVES FOR PROGRAM** *(~250 words)*

* What expertise are you most looking for in a mentor?

*For instance, perhaps you could benefit from a mentor with connections in the educational ecosystem in New Orleans, or specific expertise in marketing/communication, technology, law, youth development, architecture, etc.*

* What results would you like to achieve by the end of CI, in spring 2020? Please share specific goals, milestones, and deliverables.
* What objectives would you want to accomplish with $1,000-4,000? How would the way that you spend this money help you achieve your goals as a venture?

*Examples: You may want to run focus groups, build a technological component of your venture, create an early prototype, run a pilot program, or visit an organization doing similar work to learn their best practices and potentially partner*

* What future goals do you have for your venture? What might your venture be doing in 6 months? In 3 years?

**INTERVIEW AVAILABILITY FOR SPRING 2020 COHORT**

**Please mark a “Y” in ALL the dates/times you (or your entire team, for team ventures)** *are available for an interview on Tulane’s Uptown Campus at the Taylor Center on November 13 – 18, 8:00 am to 6:00 pm CST.* **Leave unavailable slots blank**.

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 8:00 -8:30 | 8:30-9:00 | 9:00-9:30 | 9:30-10:00 | 10:00-10:30 | 10:30-11:00 | 11:00-11:30 | 11:30-12:00 | 1:00-1:30 | 1:30-2:00 | 2:00-2:30 | 2:30-3:00 | 3:00-3:30 | 3:30-4:00 | 4:00-4:30 | 4:30-5:00 | 5:00-5:30 | 5:30-6:00 |
| Weds  11/13 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Thurs  11/14 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Fri,  11/15 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Mon,  11/18 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

**Team Roles**

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 (e.g.: 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).*

**PART 6**-**Additional Information**

Please provide a 1-3 sentence summary of your project, suitable for use in publications about the CI and on the Taylor website (Who or what are you hoping to impact and how will you do so).

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, in the community, 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 interviews for the spring cohort by Friday, November 8th, 2019.

**Questions**

Questions can be directed to Julia Lang, Assistant Director at Taylor via email at [jlang@tulane.edu](mailto:jlang@tulane.edu).

Need help with your application? Stop by CI **office hours at Taylor on Mondays from 10am-12 am, Wednesdays from 1pm-3pm** and **Thursdays from 10am-12pm**, or schedule a meeting with us via [taylor@tulane.edu](mailto:taylor@tulane.edu).

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