

FROM IDEA TO CONCEPT: WHAT YOU SHOULD CONSIDER

Here are some questions and guidelines that you may want to think about as you develop your 1-3 page proposal. There will be many ways to express yourself in this space, which can involve text, images or a mix of different mediums. Feel free to be creative!

OVERALL PROJECT IDEA

- What **problem** are you going to solve? Tell us **why** the idea matters to you, and why our judges– who may not have expertise in your area– should care about it as well.
- What is your **proposed solution** to the problem above?
- How will your idea or concept **uniquely solve** the problem identified?
- You will be most successful if you can demonstrate a deep understanding of your issue in a **unique, creative and viable way** that anyone can understand.

ENVIRONMENTAL OR SOCIAL GOOD IMPACT

- **What** is the impact?
- **Why** is it important?
- What is the **scale** and **scope** of the impact?
- How will you **measure** the impact?

CURRENT MARKET

- Which **organizations** are also seeking solutions to your problem?
- What is **unique** about your idea?
- Who could you potentially build **partnerships** with?

PLAN OF IMPLEMENTATION

- What are the **stages involved in your plan** to launch your project?
- Can you identify any **barriers** to implementing your plan?
- You will be most successful if you can clearly demonstrate a **comprehensive strategy** for implementation, including a strong understanding of the context.

FOUNDING TEAM

- **Who** are the members of your launch team?
- **Why** are the skills of your team **well suited** for launching this project?
- Diversity of backgrounds and thoughts is **highly** important.

Apply on the YIC website: www.youthimpactchallenge.ca/apply!

Application Questions

The following shows the list of questions found in the 2022 application form for the Youth Impact Challenge, linked here: www.youthimpactchallenge.ca/apply.

Pre-Application Instructions

Have an exciting proposal to share? Let's hear about it!

The Youth Impact Challenge is a summer competition for Canadian-based youth aged 16-25 looking to make change in their local and global communities (international students included), with us giving out \$75K+ in prizes to 40+ teams across our two social and environmental streams... Applications due **JULY 17, 2022 @ 11:59 PM PST**.

This application form for the 2022 summer competition here **has four main sections**, with sub-questions: 1- General project info; 2- Team member info; 3- Proposal details (including eligibility questions); and 4- Other supplemental information.

The application should take ~15 minutes to complete, with the core requirement being to upload a three-page proposal, where you can use text, graphics or any combination to share your team's project proposal (more info @ www.youthimpactchallenge.ca/apply)

And if stuck at any point, **do reach out @ cordinator@youthimpactchallenge.ca** :)

Part 1: Project Information

- **What is your project name?**
- **Give a brief description of your project?** This will be used to describe your project on our website, social media or other marketing materials. 150 characters max!
- **Which competition stream will you be applying for? How will you measure the impact?** If you select both, the coordination team reserves the right to select the final category to place you in, based on the nature of your proposal and other factors. **Options:**
 - Social
 - Environmental
 - Both, more environmental
 - Both, more social

Part 2: Tell Us About Your Team

- **How many team members do you have?** Options from 1 to 5+.
- **(Optional) We would love to see all your proposals turned into reality! At the same time, we know the ability to pursue your ideas can be a privilege, depending on one's circumstances or resources they have at their disposal. Does your team face any equity-related barriers to making**

your idea a reality? Share a bit here, and our lead coordinator Shitangshu may be in touch around ways to support where relevant.

- **(Optional) How many of your team members identify with these demographic categories that have been traditionally under-represented in the innovation space? Please answer to the best of your ability and only if you want to share! No worries if you do not have this info or do not want to disclose.** The reason for asking this is to understand which populations we may/ may not be reaching, which can help us identify gaps in our program's representation. **Options:**
 - Youth living in a rural or remote community
 - Youth identifying as female
 - Youth with Indigenous heritage
 - Youth identifying as part of the LGBTQ+ community
 - Youth identifying as a visible minority
 - Youth identifying as a newcomer or first-generation immigrant
 - Youth living with a disability
 - Youth living with mental health challenges
 - Youth that does not speak English as their first language
 - Other groups not identified above
- **(Optional) We know the above question has missed many important groups that represent the diversity of our population. If selecting "other," feel free to expand below.**
- **Provide info for Primary Team Representative:** Your team representative will be the main person we will reach out to most often for correspondence, and also the person who will be sent prize money when awarded to any team (with a responsibility to then distribute it to the rest of their team). They must meet all the eligibility criteria. **Sub-questions:**
 - First name
 - Last name
 - E-mail address (used to send e-transfers should your team win prize money)
 - Age
 - Province or territory of residence
 - Name of School (if Applicable)
 - Link to LinkedIn Profile (if Applicable)
- **Questions will repeat for other team members.**

Part 3: Proposal Details

- **Upload your 3-page proposal as a PDF file.** You may use this space to express yourself in different ways, with the use of graphics, text or a combination that can most effectively tell the story of your project. See the guidance on our website @ www.youthimpactchallenge.ca/apply.
- **When did you first work on this idea?** Options ranging from before 2020 to 2022.



- **If starting before 2022, what kind of work have you done to improve or iterate on your idea this year? Projects older than 2022 are still eligible, provided work has been done to improve them this year!** Please leave blank if starting your project in 2022.
- **Has your team received any funds to support this project, either through prizes won or through investment?** Options of “Yes” or “No” or “Other,” with sub-questions resulting:
 - IF “No” or “Other,” you go directly to Part 4
 - IF “Yes,” you will be asked for info on prior funding:
 - **If you received funding for your project in the past through prizes or investment, was it above \$5K?** In-kind support does not need to be included. Please reach out to coordinator@youthimpactchallenge.ca if you have questions on what might or might not count as funding (there are gray areas here we will consider).
 - **Can you list out with amounts any prizes or investments you have received for your project so far?** The focus at YIC is to support projects at an earlier stage versus ones that are more established, hence our justification for the \$5K limit in funding to be eligible. In case you are over, please be in touch, your project may be ineligible, and we may try to get you involved in other ways (e.g. mentors).
 - IF “No” or “Other,” you will go directly to Part 4

Part 4: Supplemental Information

- **How did you hear about the Youth Impact Challenge?** Options include Facebook, Instagram, LinkedIn, Google search, YIC website, another innovation organization, returning applicant, school or university, word of mouth and other (please type out)
- **(Optional) Do you have any questions or suggestions you'd like to add?**
- **Please indicate agreement to the following to submit your application:**
 - All information provided here has been true and accurate to the best of your knowledge.
 - Your team consents to having their e-mail addresses added to YIC' mailing list, understanding that you can unsubscribe at any time by e-mailing us
 - You understand that project titles, brief 100-character descriptions (as shared above) and team photos may be shared on the Youth Impact Challenge's social media or other channels if selected as a Top 40 award recipient by default. Please contact our coordinator at coordinator@youthimpactchallenge.ca if not wanting this to be public.
 - You agree to comply with requests made for supplemental information if required, especially in future rounds, including but not limited to headshots and video pitches.
 - You understand that the Youth Impact Challenge has final calls on the eligibility of a project to be evaluated for our competition.

THANK YOU... WE LOOK FORWARD TO READING YOUR PROPOSAL!! 😊