2024 President’s Engagement and Innovation Prizes:
Joint Information Session
Questions?

PEP: pennpep@upenn.edu

PIP: pennpip@upenn.edu
President’s Engagement Engagement Prize: Brief History

Launched in fall 2014; first awarded in spring 2015

Pictured: Katlyn Grasso, 2015 PEP cohort (for GenHERation)
President’s Innovation Prize: Brief History

Launched in fall 2015; first awarded in spring 2016

Pictured: Alfredo Muniz and Sade Oba, 2016 PIP cohort (for XEED)
Eligibility requirements for 2023 Prize cycle

• Must be a **Penn senior** graduating in December 2023 or May/August 2024

• Underclassmen, alumni, graduate students and/or non-affiliates may assist with projects but are considered **consultants** for purpose of Prize competition

*Pictured: Sonura, 2023 PIP recipient*
How many students can be on a PEP/PIP team?

- **PEP:** Max three per team; individual submissions are fine
- **PIP:** Max five per team; individual submissions are fine
- **No preference** by Selection Committee for individual or team submissions

*Pictured: Kenny Pham and Catherine Chang, ActFirst, 2023 PEP recipient*
What are the basic project requirements?

- **PEP**: Project should be designed as a **nonprofit venture** with the capacity to produce a **positive impact** locally (in Philadelphia), nationally (across the U.S.) or globally.

- **PIP**: Project should be designed as a **for-profit venture** with a positive social mission.

*Pictured: Lucy Lee (Communities for Childbirth), 2023 PEP recipient*
Eli Moraru (left), inaugural President’s Sustainability Prize recipient (2022), The Community Grocer
What does the meat of the application consist of?

- **PEP**: Project proposal (approximately 1,500 words total) plus a detailed budget planning form and written budget justification

- **PIP**: Four-page business plan, including a budget pro forma; optional elevator pitch video

- Full details are available on CURF’s website
Are there any additional application requirements?

- Penn project mentor commitment form
- Additional letter of recommendation for each team member
- Resume and unofficial transcript for each team member
- Optional, but highly recommended: signed letters of preliminary interest/commitment from partners

Pictured: Saif Khawaja, 2022 President’s Sustainability Prize (PIP track) recipient, Shinkei Systems
How do I go pick a mentor and identify partners?

• The ideal mentor knows you and has expertise in your project area

• Pick partner organizations that are both established and collaborative

• Select an appropriate number of partner organizations
What do Prize winners receive?

- **PEP**: Up to $100K, plus a $50K living stipend per team member

- **PIP**: $100K, a $50K living stipend per team member, space at the Pennovation Center and ongoing mentorship from the Penn Center for Innovation

*Pictured: Will Danon and Luka Yancopoulos, 2022 PIP recipients (for Grapevine)*
Who picks the Prize winner(s)?

- **President Magill** makes the final selection; she is advised by a Selection Committee for each Prize.

- Both Selection Committees contain **one faculty representative** from each undergraduate School, along with a **former Prize recipient**.
Questions to keep in mind as you think through an idea

• How will you measure **impact**?

• How will you ensure **sustainability**?

• What makes your project **unique**?

• If selected as a winner, what might a typical “**day in the life**” look like for you?

• Why are you the **right person** (and/or team) to execute this project?

*Pictured: Manoj Simha and Rowana Miller, Cosmic Writers (2022 PEP recipient)*
The deadline for **ALL** application materials is 11:59 p.m. Friday, January 26, 2024. No exceptions!
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Be sure to fill out your pre-application from well in advance!
Tax and/or legal questions? Seek out an independent accounting and/or legal resource.
How do I get started?

Identify a problem

Develop a practical solution

Choose between PEP and PIP
(no double applications!)

Identify a team (if applicable)

Work through how best to operationalize your solution
Where can I get support?

In addition to CURF, consider seeking out:

Penn Center for Innovation (PIP; co-administer of Prize)
Netter Center (PEP)
Civic House (PEP)
Fox Leadership (PEP)
Venture Lab (PEP and PIP)
Weiss Tech House (PIP)
Your Professors
Past Prize Recipients
What should I be doing as the year progresses?

October

- Develop and refine your idea
- Form your team (if applicable)
- Decide between PEP and PIP

November-December

- Secure a mentor
- Secure partners, as/if needed
- Attend a session with a past recipient

December-January

- Plan out budget
- Secure recommenders
- Work through and submit your application
When will I find out if I’m a winner?

- Application deadline: January 26, 2024
- Semifinalists notified; interviews/business pitches will follow in weeks ahead: By end of February
- President selects and informs recipients: By first week of April
How many students apply each year?
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Approximately 30-40 applications for PEP; approximately 15-20 applications for PIP.
Is there a location-based preference (i.e. local, national, global)?
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No.
Is there an inherent preference for established ventures over new ideas?
Is there an inherent preference for established ventures over new ideas?
Yes, but preparation and planning are key.
Additional questions? They’re probably already answered.

Read CURF’s website thoroughly: curf.upenn.edu/prizes

Visit PEP and PIP websites for recipient profiles and contact info: pennpep.upenn.edu and pennpip.upenn.edu

Attend another Prize-specific information session with a past recipient

Attend PCI office hours

Attend a session with the Penn Tax Office
Questions?

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