

2025 President's Engagement and Innovation Prizes: Joint Information Session





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curf



Questions?

PEP: pennpep@upenn.edu

PIP: pennpip@upenn.edu

President's Engagement Prize: Brief History

Launched in
fall 2014; first
awarded in
spring 2015



Pictured: Katlyn Grasso, 2015 PEP cohort (for GenHERation)

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“Penn grads win chance
to change the world”

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 2024 Prize cycle

- Must be a **Penn senior** graduating in December 2024 or May/August 2025
- Underclassmen, alumni, graduate students and/or non-affiliates may assist with projects but are considered **consultants** for purpose of Prize competition



Pictured: Gauthami Moorkanat and Simran Rajpal, Educate to Empower, 2024 PEP recipient

How many students can be on a PEP/PIP team?



Pictured: Catherine Hood, Anoshey Ikhlas, and Brianna Aguilar, Presby Addiction Care Program, 2024 PEP recipient

- **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

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



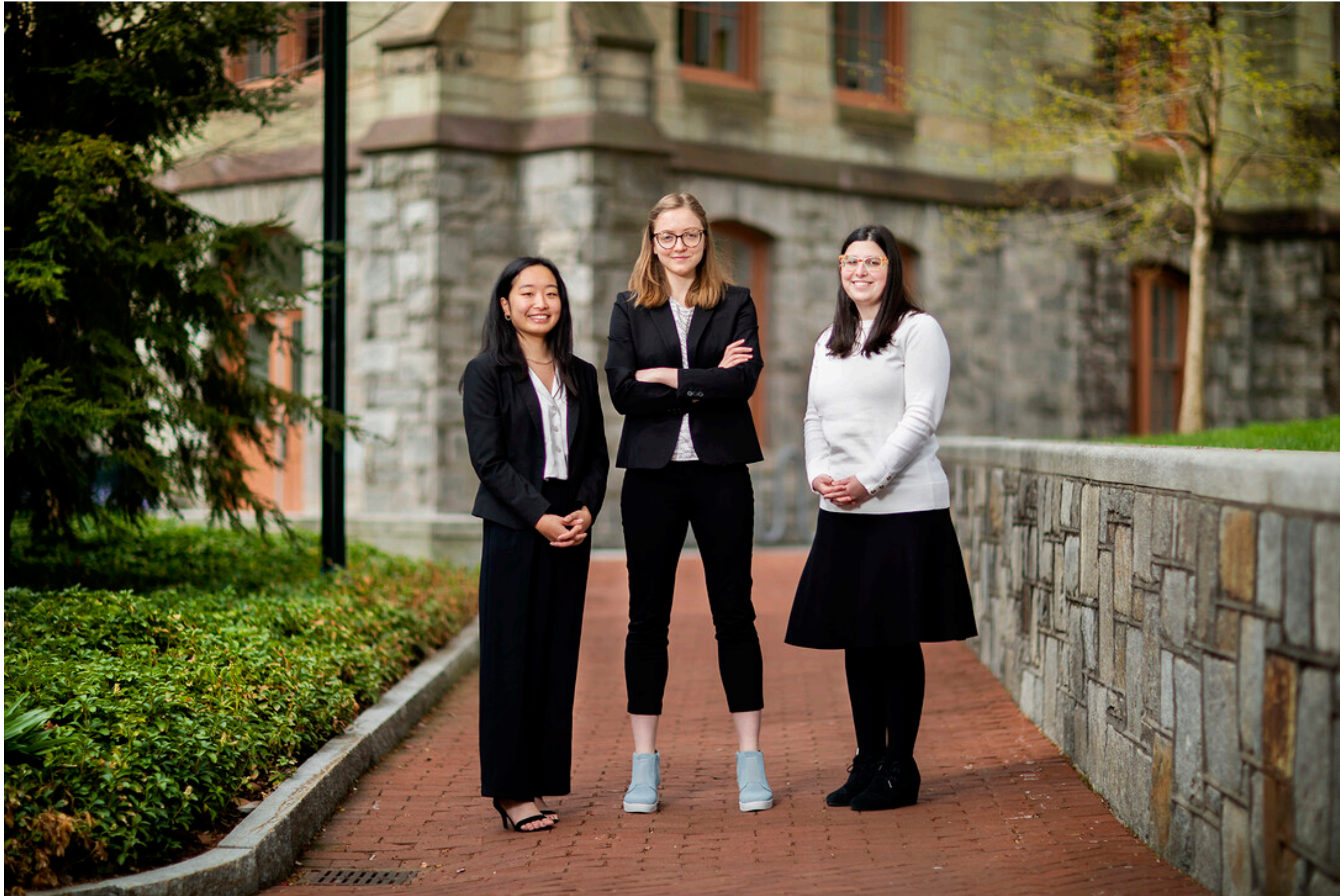
Pictured: Yash Dhir and Rahul Nambiar, Jochi, 2024 PIP recipient

President's Sustainability Prize



Eli Moraru (left), inaugural President's Sustainability Prize recipient (2022), The Community Grocer

What does the meat of the application consist of?



Pictured: Baleena, 2022 President's Sustainability Prize (PIP track) recipient

- **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**

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)?



Pictured: Chicago Furniture Bank, 2018 PEP recipient

- **Interim President Jameson** makes the final selection; he 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**

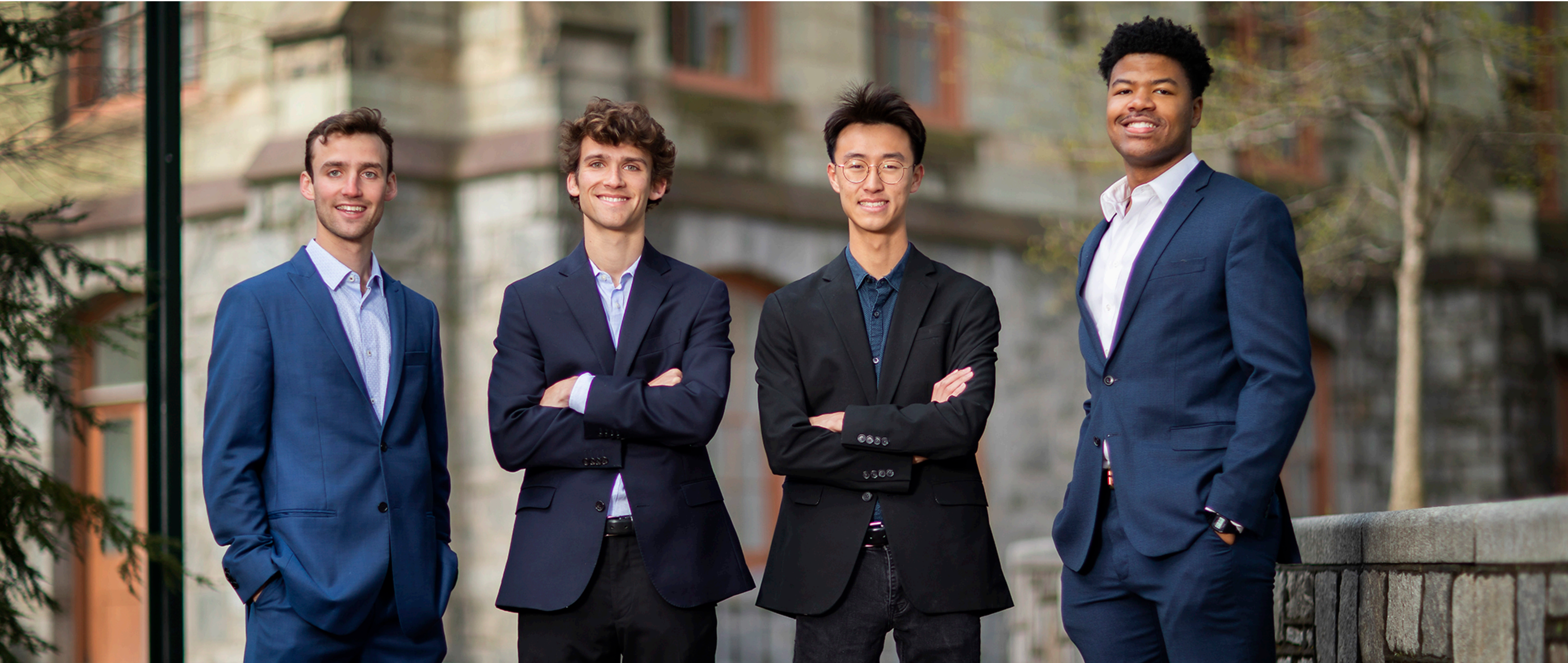
Questions to keep in mind as you think through an idea

- 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. Wednesday, January 22, 2025. No exceptions!



Pictured: Impact First Ventures, 2022 PEP recipient

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Wednesday, January 22, 2025. No exceptions!**

A photograph of four young men standing outdoors in front of a stone building. They are all wearing suits and smiling. A white banner is stretched across the middle of the group, held by the men. The banner contains the text: "Be sure to fill out your pre-application from well in advance!".

Be sure to fill out your pre-application from well in advance!

Pictured: Impact First Ventures, 2022 PEP recipient

**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?



January 22,
2025

- Application deadline



By end of
February

- Semifinalists notified; interviews/business pitches will follow in weeks ahead



By first week
of April

- President selects and informs recipients

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?

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established ventures over new ideas?

No, 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



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