The joint President's Engagement/ Innovation Prize information session will begin shortly. Please make sure that your microphone is muted.

Thank you!

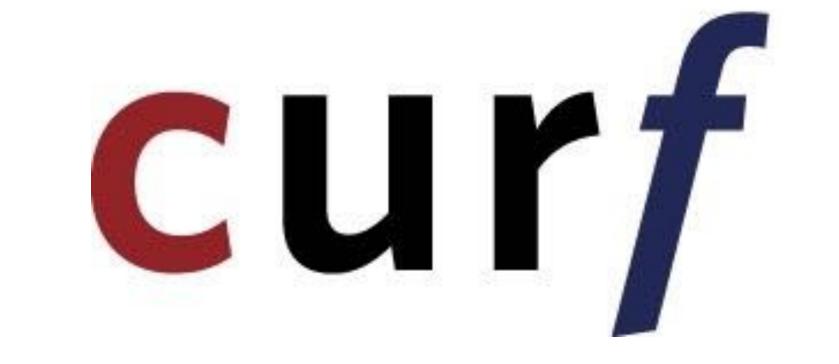


# Seth Zweifler, Office of the President

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#### "Penn grads win chance to change the world"

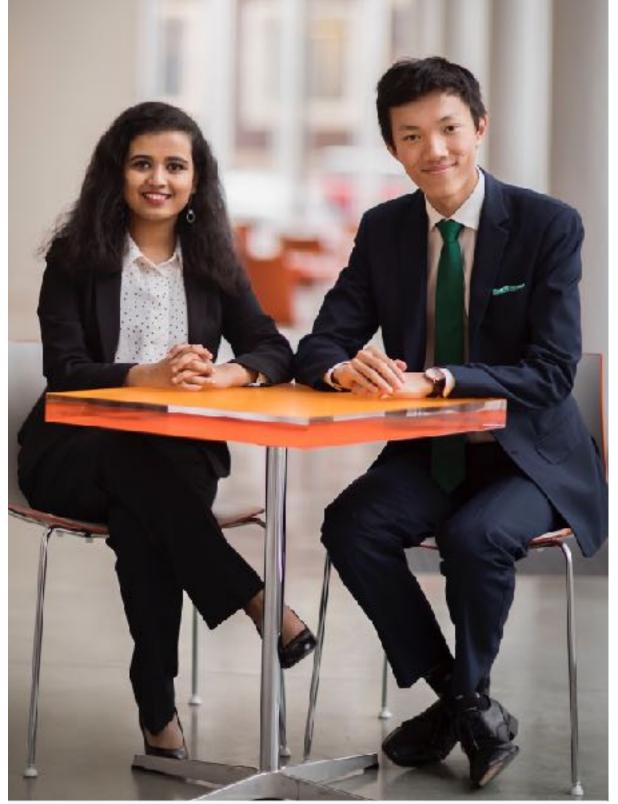




Chicago Furniture Bank Chicago, IL



Healthy Pequeños Miacatlán, Mexico

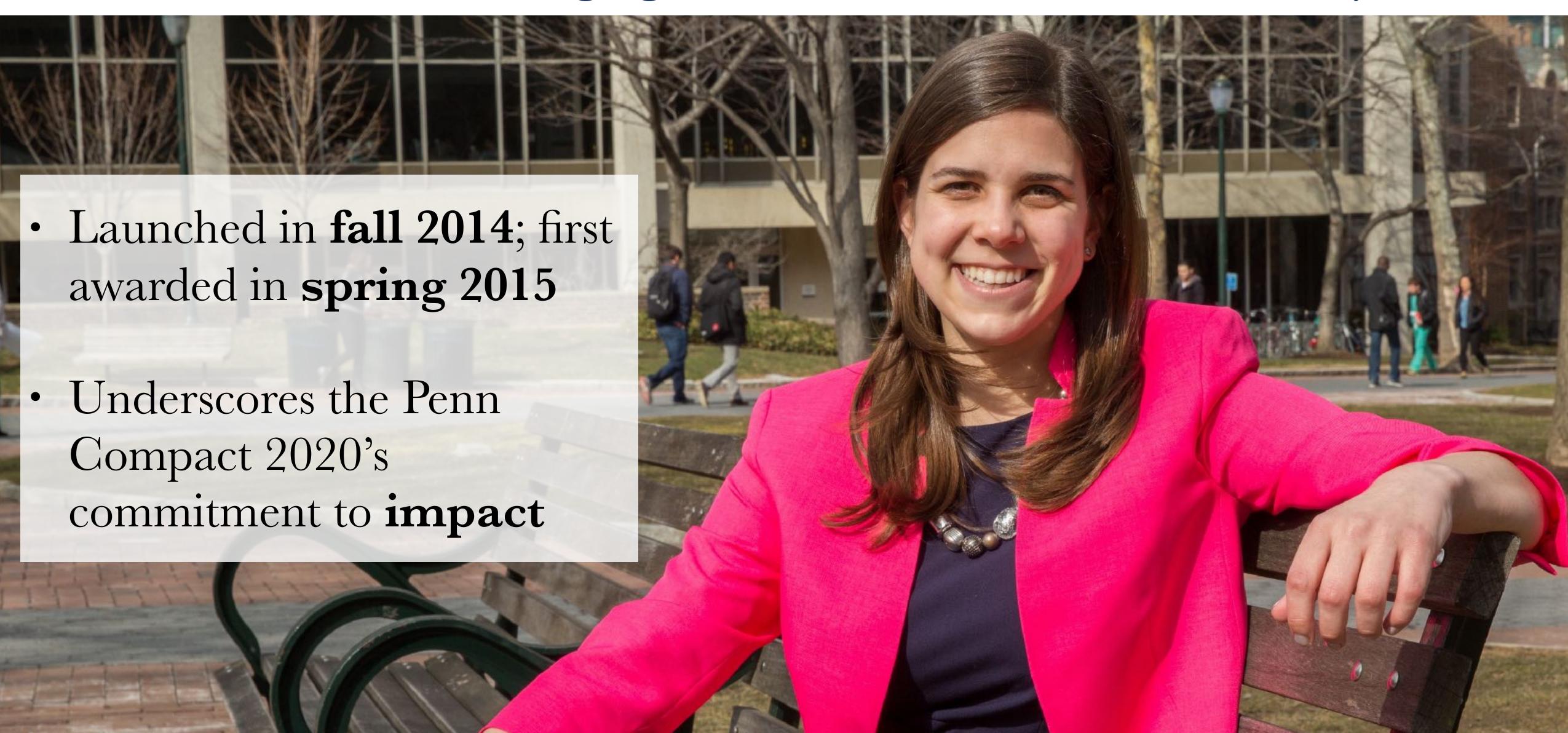


rePurpose Mumbai, India



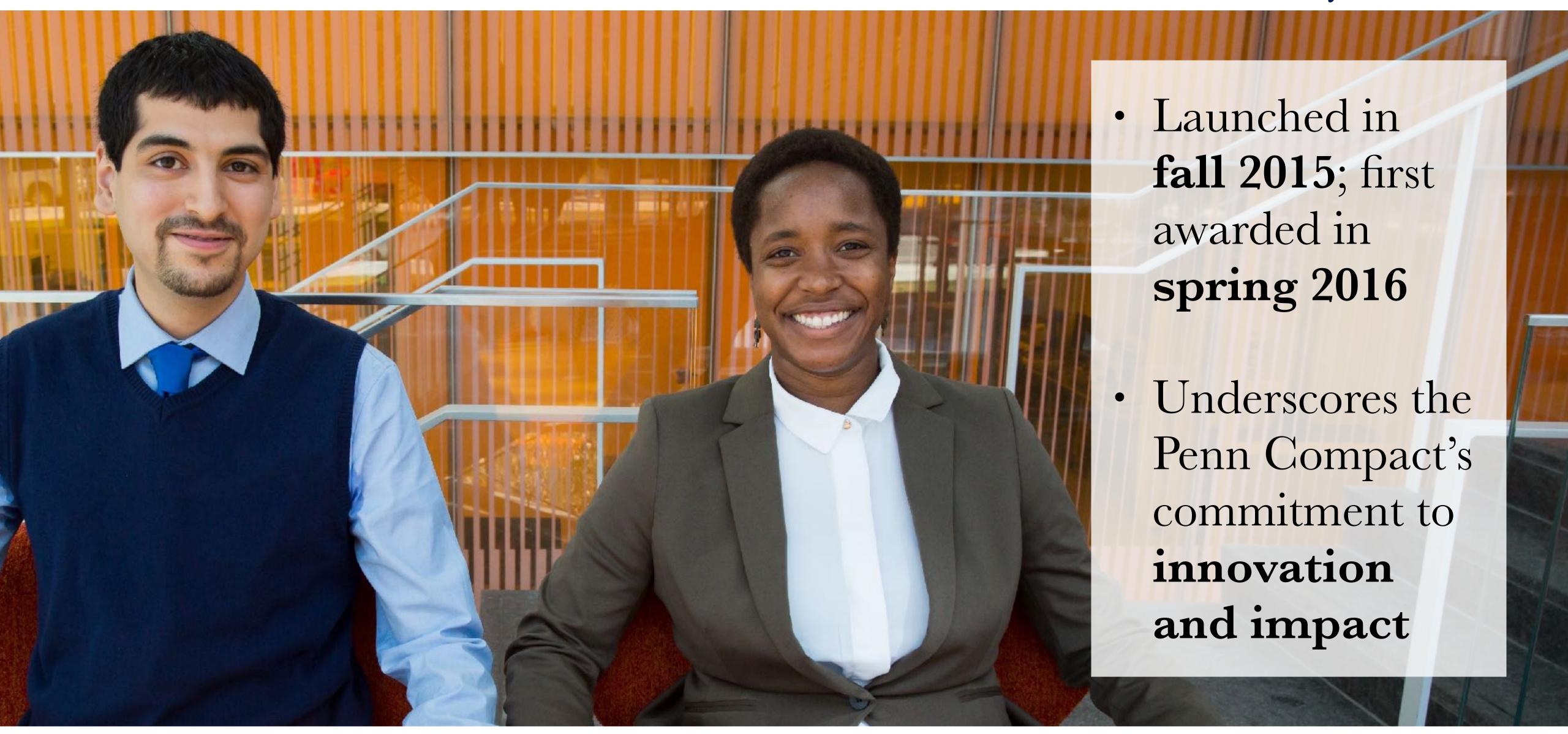
Avisi Technologies
U.S. (national)

# President's Engagement Prize: Brief History



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

#### President's Innovation Prize: Brief History



Pictured: Alfredo Muniz and Sade Oba, 2016 PIP cohort (for XEED)

# Eligibility requirements for 2022 Prize cycle

- Must be a Penn senior
  graduating in December
  2021 or May/August 2022
- Underclassmen, alumni, graduate students and/or non-affiliates may assist with projects but are considered consultants for purpose of Prize competition



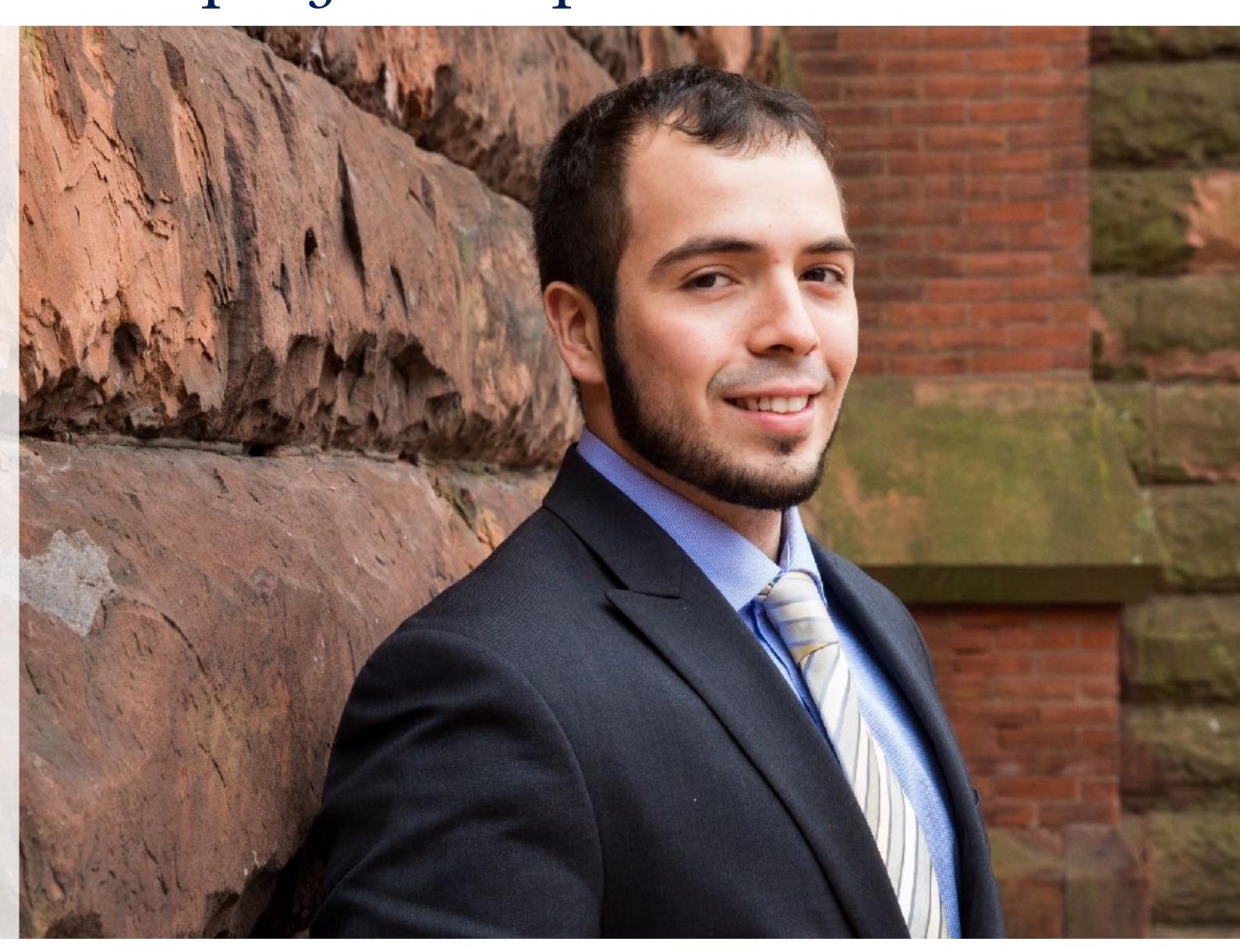
#### How many students can be on a PEP/PIP team?



Pictured: Jodi Feinberg, 2015 PEP cohort (for Home, Heart, Health)

# 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: Adrian Lievano, 2015 PEP cohort (for Everwaters)

#### 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



### How do I go pick a mentor and identify partners?



- The ideal mentor **knows you** and has **expertise** in your project area
- The project mentor is, in some regards, the "adult in the room"
- 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: Vaishak Kumar, 2016 PEP cohort (for NESARA Agriculture Extension)

### Who picks the Prize winner(s)?



- President Gutmann
   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

# Five 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?



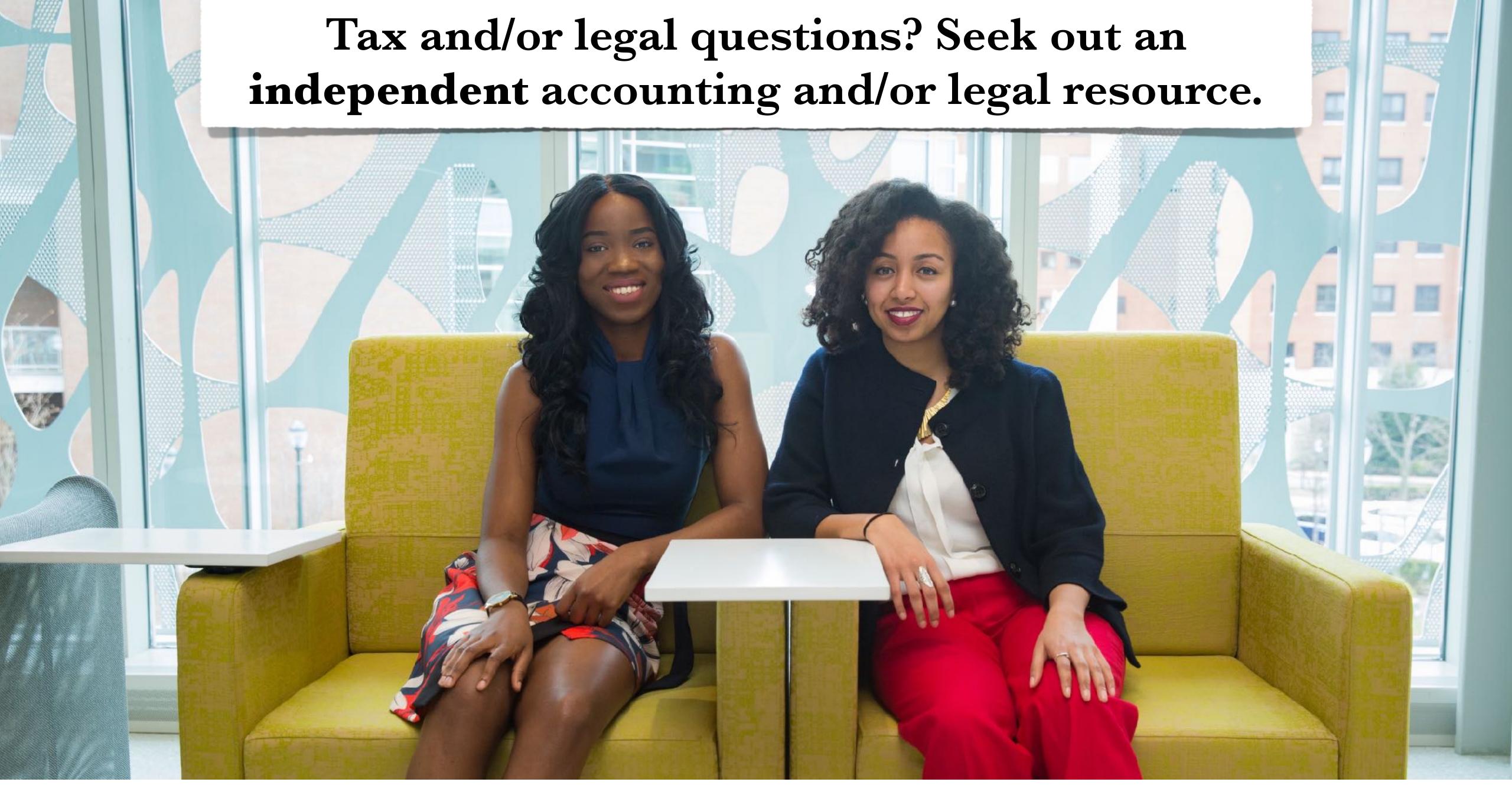
Pictured: William Fry, 2017 PIP cohort (for SolutionLoft)



Pictured: Alexa Salas, Camilo Toro and Yaneli Arizmendi, 2017 PEP cohort (for Lanzando Líderes)



Pictured: Ian McCurry and Marcus Henderson, 2017 PEP cohort (for Homeless Health and Nursing)



Pictured: Antoinette Zoumanigui and Selamawit Bekele, 2017 PEP cohort (for Project Y.V.E.T.A.)



#### 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 obtain support?

In addition to CURF, consider seeking out:

Netter Center (PEP) Civic House (PEP) Fox Leadership (PEP) Wharton Social Impact (PEP and PIP) Wharton Entrepreneurship (PIP) Weiss Tech House (PIP) Penn Center for Innovation (PIP; co-administer of Prize) Your Professors Past Prize Recipients

### What should I be doing as the semester progresses?

September-October October-November December-January

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

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

- Plan out budget
- Secure recommenders
- Work through and submit your application

#### When will I find out if I'm a winner?

January 28, 2022

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?

How many students apply each year? Approximately 30-40 applications for PEP; approximately 15-20 applications for PIP.

# Is there a location-based preference (i.e. local, national, global)?

# Is there a location-based preference (i.e. local, national, global)? No.

Is there an inherent preference for established ventures over new ideas?

Is there an inherent preference for established ventures over new ideas?

No, but preparation and planning are key.

# Additional questions? They're probably already answered.

Read CURF's website thoroughly: <u>curf.upenn.edu/prizes</u>

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

#### Couldn't find an answer? Reach out to us.

PEP questions: Email Dr. Wallace Genser (genser@upenn.edu) in CURF to schedule an appointment

PIP questions: Email Seth Zweifler in the President's Office at <a href="mailto:zweifler@upenn.edu">zweifler@upenn.edu</a>