

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

Thank you!

2022 President's Engagement and Innovation Prizes: Joint Information Session



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curf



“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

- Launched in **fall 2014**; first awarded in **spring 2015**
- Underscores the Penn Compact 2020's commitment to **impact**

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

President's Innovation Prize: Brief History



- Launched in **fall 2015**; first awarded in **spring 2016**
- Underscores the Penn Compact's commitment to **innovation and impact**

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



Pictured: Shadrack Frimpong, 2015 PEP cohort (for Cocoa360)

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

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**

Pictured: Matt Lisle, 2015 PEP cohort (for Everwaters)

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: William Duckworth, 2016 PEP cohort (for Fever Smart)

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**



Pictured: Kriya Patel, 2016 PEP cohort (for Coming Home to Continued Care)

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)

The deadline for ALL application materials is 11:59 p.m. Friday, January 28, 2022. No exceptions!



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

Be sure to fill out your pre-application form well in advance of the final deadline.



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

Tax and/or legal questions? Seek out an independent accounting and/or legal resource.



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

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



October-
November

- 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 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?

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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

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 zweifler@upenn.edu