

End of AY 2016 Report for SIP – Group11

Project Title

Hult Prize on Social entrepreneurship - "The planet's largest student competition to solve the world's toughest challenges"

Team

GSDM ID	Name	School	Department	Year (e.g. D1)	Leader/member
15201	Alba Zurriaga Carda	Engineering	Technology Management for Innovation	D1	Leader
16212	Lisa Mari Hartwig	Public Policy	Public Policy	M2	Member
16216	Jia Lu	Engineering	Mechanical Engineering	M2	Member
16211	Xie Hong	Engineering	Mechanical Engineering	M2	Member

Objective: Explain what social/global issues that this project tried to address and why the issue is important.

The Hult Prize on Social entrepreneurship is considered to be "the planet's largest student competition to solve the world's toughest challenges", and is considered by some media sources as the "Nobel Prize for students" <http://www.hult.edu/news/the-nobel-prize-for-students-hult-prize/>. This year's challenge is "Refugees - Reawakening Human Potential" and will focus on restoring the rights and dignity of people and societies who may be, or are forced into motion due to social injustices, politics, economic pressures, climate change and war. The aim is to help 10 Million refugees by 2022. This challenge was selected by former U.S. president Bill Clinton.

The final winners of the final Hult Prize will receive USD1 Million in seed capital, as well as mentorship and advice from the international business community to bring their idea into fruition, thus creating real impact. <http://www.hultprize.org/en/about/mission/>

The University of Tokyo is a world-class university, however, in the past, the Hult Prize had never been held here; few U.Tokyo students knew such an event. There is no doubt that students in this university have brilliant ideas concerning social management, technology, global issues and so on. What they need is a broad platform where they can be heard. Our objective is therefore to help provide such a platform and select qualified teams that can represent this university in the following world-wide contests. Specifically, in order for the university contest to be recognized, we organizers have to enlist at least 10 teams with 2 to 3 members in each.

Method: Explain through what kind of approaches you tried to achieve the objective.

- We have carried out information sessions, in which we introduced the Hult Prize project, about its conditions, requirements and other information related to the event. For example, we promoted this project at the International Friday Lounge (IFL) and at the class Academic Writing/Presentation (by Prof. Kumiko Morimura). We also posted the Hult Prize posters inside our university, held a lecture (IEL) open to university students and invited experienced guests to talk at that lecture. In terms of online promotion, we posted each of those information sessions on Facebook.
- We have successfully finished the networking/matchmaking session because although some individuals were interested in participating, they didn't have a team. We helped those students on waiting list to form their teams.
- Together with i-school of the University of Tokyo we have held an ideation/case-cracking session for those students that don't know how to start tackling the problem, to try and remove any barriers from participation. Additionally, this will serve for students to prepare for the final event and practice with their pitching skills.

- We organized the social entrepreneurship pitching contest within the University of Tokyo, on Saturday December 10th with a total of 12 teams, and the winning team is now directly qualified to participate in the Regional Final representing the University of Tokyo. The contest in our university helped those students effectively bypass 20,000 online applications.

Contest results: Hult Prize, 12 teams, 48 participants:

- 12 Social Entrepreneurship projects tackling societal issues like mental wellbeing, access to shelter, food or water, healthcare or legal advice...

- 3 University of Tokyo teams representing us at the Regional Finals!

The 2017 Hult Prize received a record number of more than 50,000+ applications from over 100 countries.

Outcome: Explain what kind of results you obtained from this project and discuss how it addressed your focal social/global issues.

The most significant outcome is that we have aroused public's attention to the Hult Prize and to urgent social issues such as Refugee Crisis. We have also selected qualified teams who will share their unique thinking on Regional Finals with more people from all over the world.

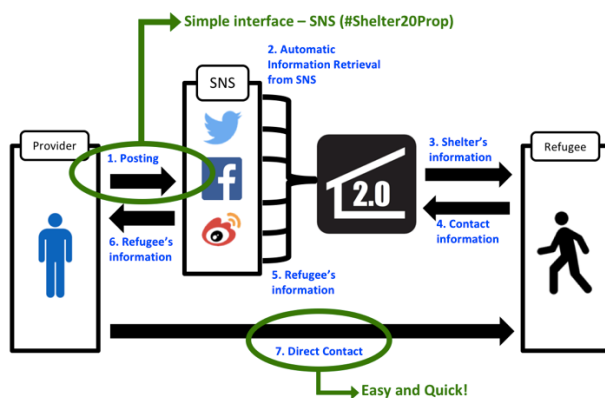
Specifically, what we have achieved in holding Hult Prize:

- IEL: > 40 participants
 - Raising awareness on Social Entrepreneurship
- SIP: Hult Prize, 13 teams, 48 participants
 - 13 Social Entrepreneurship projects tackling Societal issues like mental wellbeing, access to shelter, food or water, healthcare or legal advice...
- **3 University of Tokyo teams representing us at the Regional Finals! One of them, Shelter 2.0, is from the GSDM program of our university; their next journey to the London Regional Finals of Hult Prize will be funded by GSDM.**

The 2017 Hult Prize received a record number of more than **50,000+ applications from over 100 countries.**

1) A:tama – London; 2) Shelter 2.0 – Dubai; 3) Oedo team – Shanghai

Why is Shelter 2.0 different?







Budget: List the budget this project implemented. *About the details, add the appendix.

Purposes	Expense
Travel fee	200,000 Yen: 2 people
Total	400,000 Yen

Appendix (option)

*List of interviews

List of judges on 2017 Hult Prize U.Tokyo contest:

 <p>Yuji Shinohara JICA country officer of Balkans and Turkey</p> <p>Shinohara-san is the country officer of the Balkans and Turkey for the Japanese International Cooperation Agency. He works directly with refugees in these areas in technical cooperation projects targeted towards refugees and host communities. Prior to this he belonged to the Department of ICT for development.</p>	 <p>Satoko Kono ARUN LLC President</p> <p>ARUN is a Social Investment Fund that envisions "a society in which each individual can realize his/her potential regardless of where he/she was born" and strives daily to achieve our mission of "the empowerment and creation of opportunities for the people in the developing countries", and "building a participatory social investment platform".</p>
 <p>Junko Nagao Executive Director at C4</p> <p>C4 is a newly established, independent non-profit organization (NPO) dedicated to building an innovative social investment marketplace in Japan. Their mission is to create a platform that mobilises capital towards social good.</p>	 <p>Torsten Fischer Founder & COO Forwrd.io</p> <p>Forwrd is a new platform giving change makers all the support they need to turn their idea into a sustainable organization. Previously Torsten supported entrepreneurs on 3 continents and organized large scale events like Pioneers Asia and FinSum.</p>

*Details of budget implementation

Cover the travel expenses of Team **Shelter 2.0 (GSDM team)** to represent the University of Tokyo at the London Regional Finals of the Hult Prize

~200,000 Yen: 2 people

*Figures



Information session



Contest day

*Others: