



HULT
PRIZE

2017
Media Kit

Leading a generation to change the world

The Hult Prize is the world's foremost platform for the creation and launch of sustainable and impact centered startups emerging from university, offering a grand prize of USD1 million.



The Hult Prize Award,
designed in 2013 by Yves Behar



“If you can create a real business,
the beginning of a prototype,
you can change the world.”

Muhammad Yunus
2006 Nobel Peace Prize Winner

Launching the next generation of social entrepreneurs

The Hult Prize Foundation continues to transform lives as well as communities. As the leading program for action-based, immersion-driven student entrepreneurship, it mobilizes the smartest minds from more than 100 countries to apply their business thinking to solve the world's most pressing issues. Through on-campus, national and global level programming, the Hult Prize aims to launch the next generation of entrepreneurs who are impact centered, profit minded and market driven.

The power of a good idea

In 2009, Hult MBA student Ahmad Ashkar founded a program to give his then peers around the world a platform to have sustainable impact. He went on to convince Hult President Dr. Stephen Hodges to host an intercollegiate tournament to crowd-source business solutions to globally pressing social issues. Today, the Hult Prize is one of the world's most acclaimed entrepreneurship programs and a benchmark startup challenge for social entrepreneurship.

The ultimate in experiential learning

The Hult Prize truly emphasizes a practical approach to learning. Students build a team, brainstorm ideas, start a business, and pitch to impressive audiences. Those who don't compete, organize. A student work force of more than 10,000 volunteers facilitate trainings, recruit judges and evangelize the very concept of the for-good, for-profit enterprise. When it comes to entrepreneurship, there is no substitute for real experience.



“The Hult Prize in so many ways represents the way the world has to function in the 21st Century”

President Bill Clinton

42nd President of the United States of America



“The Nobel Prize for students”
—Bloomberg & Huffington Post



2016 Hult Prize Judges

- Mohammed Ashour, CEO of Aspire Food Group
- Bob Collymore, CEO of Safaricom
- Brian Fetherstonhaugh, Chairman & CEO of OgilvyOne
- Kathleen Rogers, President of Earth Day
- Premal Shah, President and co-founder of Kiva
- Muhammad Yunus, 2006 Nobel Peace Prize recipient



Ahmad Ashkar
Hult International Business School
MBA Class of 2010
CEO & Founder of Hult Prize
Esquire Magazine’s Entrepreneur
of the Year

Social Impact

The Hult Prize Foundation challenges young people to solve the world's toughest issues by empowering them to make money, do good, and make life better for millions of people through the creation of for-good, for-profit businesses.

Through leveraging human capital and knowledge like never before, the Hult Prize has helped launch social enterprises that serve the least fortunate, tackle humanity's greatest challenges, and pursue large, untapped markets. Every year, the Hult Prize has crafted challenges and helped launch startups that actively solve UN Sustainable Development Goals (SDGs).

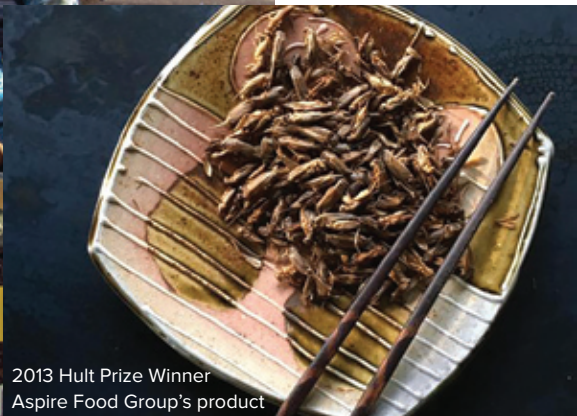
The Hult Prize environment has helped many successful entrepreneurs take off. In 2016, fourteen Hult Prize entrepreneurs were named to the Forbes 30 under 30 list. Today, m.Paani, the Hult Prize 2011 winner, is the largest loyalty and rewards program focused on India's poorest.

2012 winner Sunny Money is one of Africa's largest solar light distributors. Aspire Food Group, the 2013 winner, is the largest manufacturer of insect protein in the world. IMPCT, the 2015 winner, is one of Asia's largest specialty coffee retailers and have built schools in El Salvador, Guatemala, and South Africa. Finally, 2016 winner, BuuPass has just been selected as the official ticketing provider for Kenya's Standard Gauge Railway (SGR).

This is just a sampling of the incredible impact Hult Prize entrepreneurs are having in the world as passionate and enthusiastic game-changers in the social enterprise space.



One Laptop per Child: Hult Prize 1.0 Beta



2016 Hult Prize Winner:
BuuPass

2013 Hult Prize Winner
Aspire Food Group's product

2010

Early childhood education

Hult Prize partnered with One Laptop Per Child to provide educational opportunities to the world's poorest children through affordable laptops.

2011

Clean water crisis

A University of Cambridge team collaborated with Water.org and won with a loyalty scheme allowing people to pool points from telecom partners to fund clean water projects.

2012

Energy

Students worked with SolarAid to eliminate the use of kerosene lights by 2017. Sunny Money, a new division of SolarAid went on to use the seed funding to pioneer new distribution models across sub-saharan Africa.

2013

The global food crisis

A McGill University team won with an enterprise that makes crickets into a viable food source for urban slum communities.

2014

Non-communicable diseases in urban slums

A team from the Indian School of Business won with a "Doc-in-a-Bag" solution, which lets medical workers diagnose and monitor NCDs remotely.

2015

Early childhood education

A team from Taiwan's National Chengchi University won with a business that builds children's education franchises, run by local women, to reach 10 million children by 2020.

2016

Crowded urban spaces

The challenge-to double the income of 1 million people living in urban slums by 2022. It was won by a team from Earlham College whose reliable bus system featured mobile payments and tracking.

2017

The refugee crisis

This year's challenge focuses on reawakening human potential and restoring the rights and dignity of 1 million refugees by 2022. The finals will mark the official opening of UN Week in New York in September.



AHMAD ASHKAR | Chief Executive Officer

Mr. Ahmad Ashkar is the Chief Executive Officer and Founder of the Hult Prize Foundation – named in a TIME Magazine cover story featuring the top five ideas changing the world. Founded in 2009, today the foundation represents the world’s largest community of impact centered startup entrepreneurs emerging from university. Recognized as the 2017 CEO of the Year by Arabian Business and the 2016 Esquire Magazine Entrepreneur of the Year, Ahmad has spent nearly a decade creating, launching and advising for-good, for-profit companies in more than 100 countries.

Ahmad is a leading authority in entrepreneurship and venture philanthropy, having created open innovation platforms for leading corporations, philanthropists, businessmen and government leaders across the world, including co-founding, “The Laudato Si Challenge - Inspired by Pope Francis.” He serves as an advisory board member of the United Nations Development Program and is a member of the Entrepreneurs Expert Network of the World Economic Forum.

He also serves as an adviser to family offices, religious institutions, private and government sector entities across the Middle East, Latin America, Europe and Asia. He is the author of the forthcoming book, “*The Pursuit of Impact*” and an active advocate for Middle East Peace. Mr. Ashkar resides in Washington, D.C. with his wife Tanya and three children, Nano, Layan and Adam. In D.C. Ahmad is Chairman of the Board of Falafel Inc which he founded in 2016 and serves as an adviser to the economic development department of George Mason University and is a guest lecturer at MIT Sloan, Georgetown, AUB and the Hult International Business School – where he earned his MBA in international business and was the 2015 alumnus of the year.

Previous winners

The Hult Prize alumni of winners and finalists are changing trajectories and restoring hope in our youth.

2016



BuuPass

BuuPass (formerly Magic Bus Ticketing) provides simple transport solutions, helping people get from Point A to Point B. BuuPass is building the first Kenyan marketplace for bus tickets, where travellers can compare fares and choose the best option.

Their purpose is to impact lives and grow communities, by digitizing public transport and are driven by the desire to make transportation accessible to everyone, regardless of where they live or what phone they have. BuuPass is currently operating in Kenya and reaches sizeable customer segments by providing both online and offline services.

BuuPass offers travellers the ability to book offline through a USSD code, which doesn't require internet; or through their website www.buupass.com. BuuPass recently became the official ticketing provider for Kenya's Standard Gauge Railway (SGR), expanding their solution to trains in addition to buses.

The four co-founders come from four different countries and leverage their diverse backgrounds to build BuuPass into a user-centered and impact focused company. BuuPass envisions a world where people can travel on their terms, be connected to opportunities, and above all live a life without borders.

Connect with them: info@buupass.com and on social media @BuuPass

2015



IMPCT

IMPCT are the winners of the 2015 Hult Prize and are the world's first impact trade company, where they use specialty coffee to build quality preschool education at origin. Impact trade is a new development and business model whereby products are sourced from vulnerable communities and the proceeds from sale are invested, not donated, into proven interventions at origin. This impact trade model is a response to mounting evidence that popular ethical product models have failed almost completely in their goal of improving the lives of those who need it most.

Their impact trade Coffee for the Future program sources specialty coffee from poor communities and transparently invests 100% of the revenue back into local women to build and own Playcare preschools. Through this model they've quickly become one of Asia's largest specialty coffee retailers and have built schools in El Salvador, Guatemala, and South Africa with upcoming projects in Kenya and Tanzania. You can read more about their Coffee for the Future model at their new <http://forthefuture.co> website."

2014



NanoHealth

NanoHealth is a social enterprise specializing in chronic disease management in urban slums. NanoHealth creates a network of community health workers called "Saathis" and equips them with low-cost point of care devices called Doc-in-a-Bag™. With the help of the right care model and scalable technology, NanoHealth promises a winning model for the fight against chronic disease and aims to prevent a million premature deaths every year. NanoHealth is currently scaling its services in South India where it is the official healthcare data supplier to the government

2013



Aspire Food Group

Aspire Food Group is the 2013 winner of the Hult Prize. A commercial manufacturer of alternative protein sources such as insects, Aspire has re-imagined the livestock industry and as a result has created an innovative sector, which they are currently leading in the automated manufacturing of insects as a protein

Local and international manufacturing facilities weaved into a micro-works business model has led to the rapid scale of an organization the United Nations calls "a company whose time has come" for their disruptive approach to global food insecurity.

2017 Challenge: Reawakening Human Potential

Building sustainable, scalable startup enterprises which restore the rights and dignity of one million refugees by 2022.

This year's challenge focuses on restoring the rights and dignity of people and societies who have been or may be forced into motion due to social injustices, politics, economic pressures, climate change, or war. The challenge also works to restore the rights and dignity of those currently living in informal or illegal settlements.

Today, the Hult Prize Foundation estimates more than 1 billion people globally are refugees due to conflict, environmental degradation, and lack of economic opportunity. Through this year's challenge, student teams from over 100 countries crafted new business models that aimed to measurably impact millions of involuntary migrants and reimagine the refugee crisis.

Judges and speakers



Bill Clinton
42nd President of
the United States



Bill McDonough
Sustainability
Pioneer, Designer



Paul Polman
CEO, Unilever



Kathleen Rogers
President, Earthday



Premal Shah
President &
Co-Founder, KIVA



Rick Parnell
Chief Operating
Officer, United
Nations Foundation



Darell Hammond
Founder, KaBoom!



Neal Keny-Guyer
CEO, Mercy Corps



Muna AbuSulayman
Media Personality and
Philanthropist



Denis O'Brien
Founder, Digicel



Charles Kane
Chairman,
One Laptop
Per Child



Mohammed Ashour
CEO & Co-Founder,
Aspire Food Group

2017 Hult Prize Finalists

This year's finalists have been selected from a pool of over 50,000 participants, representing more than 100 countries. They impressed judges that included top-tier executives from the private, public, and nonprofit sectors. Their start-ups are innovative, disruptive, catalytic, and now one step closer to helping refugees around the world.



Rutgers University

Roshni Rides is a transportation network company that provides accessible, affordable and reliable public transportation for urbanized refugees living in informal settlements in South Asia. Roshni Rides optimizes the existing infrastructure of rickshaws and drivers to create a formalized A to B shuttle service. Paired with ridesharing, the solution has driven down transport costs and made it more accessible. Roshni Rides utilizes routes and a card transaction platform inspired by the New York City Subway system to create a reliable service. Pricing is controlled through the purchase of a preloaded Roshni Card, similar to a metrocard, to use the service. Roshni Cards guarantee that customers will pay a fixed price rather than having to face haggling and price uncertainties. Roshni Rides is a private solution to a public problem.



Instituto Tecnológico Autónomo de México

U-gas is a social enterprise that provides dry toilets to refugees and uses the biowaste to generate revenues from the sale of biogas and fertilizer. Toilets are cleaned daily through a subscription basis and the biowaste is collected weekly. A biodigester is used to convert the fecal matter to a commercialized product and then sold through pre-negotiated supply agreements.

Dry toilets and biodigesters are proven technologies, and there are numerous companies around the world deploying these technologies. However, none are focused on forced migrant and refugee communities and that's where U-gas comes in. Pilot locations in Mexico have proven that there is high-demand for dry toilets in the resettlement communities.





University of Waterloo

EPOCH is the first B2B digital platform to empower socio-economic integration by connecting refugees to local communities through a skills exchange marketplace. An enterprise solution which leverages Software as a Solution (SaaS), EPOCH has built a robust technology platform which it is licensing to governments, aid organizations and private companies to directly access refugee and migrant communities more efficiently at the integration stage. Lack of direct access by members of a community to newcomers is costing the world billions. In 2016 alone, the EU spent \$20 billion and N. America sept \$4.6 billion on resettlement services for newcomers . Under this premise, EPOCH was created. EPOCH aims to build resilient communities where both refugees and community members can thrive together.



University of Calgary

Kwado is a mobile to text message based job-matching platform that connects employers (corporations, contractors, private individuals) to low-to-mid wage prospective workers in the construction industry. Once a track record is established, the platform then connects workers to a skills upgrading pathway based on industry demand and user interest. The skill-matching system is designed to transform the way people are trained and provides a roadmap to continuously find “upgraded” work. This platform bridges the gap between labor demand and labor supply by training workers on the skills urgently needed in growing industries and connecting them to the formal and informal job market through a digital matching system. Workers are constantly rated and certified to ensure consistency and quality.



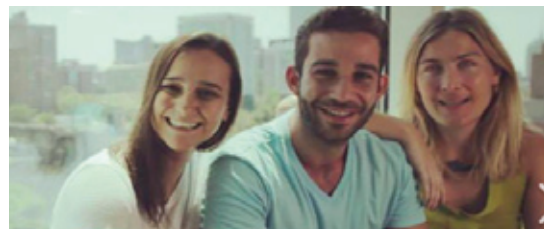
York University

Empower is a digital content provider with a proprietary software technology called EmpowerNet - an innovative web browser that provides emerging markets with accessible, affordable, and fast access to content on the internet - without the need of mobile data. Through “Last Mile Internet Caching” the delivery of web content is done through downloading it once from the internet and making it available to an entire community without incurring costs for each user. The innovative product manages demand and optimizes data usage to provide affordable access to the internet. Installations are maintained through local partners such as UNHCR, keeping startup costs low and include very little hardware to get fully operational WiFi hotspots in refugee camps and urban slums up and running. This technology closes the access gap for refugee communities around the world.



Harvard University

Dignify is building one of today’s largest refugee workforces by employing them to fulfill digital work secured from Fortune 1000 corporations and beyond. A proprietary digital algorithm matches refugees with employment opportunities on the Dignify network. Dignify uses the digital economy and 93% connectivity rates to solve the problem of unemployment amongst refugees. The Dignify platform is accessible via mobile phone, tablet, or desktops and enables a seamless connection between refugees and on-demand digital work needs of companies. This turn-key platform will map out and resolve host country law, payment, and web hosting hurdles. Based on current traction, it is estimated that Dignify will employ and restore income to 2.5 million refugees by 2022 and improve economic outcomes for otherwise struggling, host countries.



Hult Prize Incubator

The world's largest incubator for social enterprise.
A custom tailored, 8-week program hosted in a castle.

The Hult Prize business incubator is a cutting-edge, seven-week program that runs every summer at Hult International Business School's Ashridge Estate campus in the UK.

Each year, the top finalist startups from the various on-campus, in-country and global Hult Prize funnels are provided with living and working spaces, along with the opportunity to hone their business skills, network with business and academic leaders, register their entities, and prepare for launch.

The innovative program includes weekly

classes, speakers, workshops, pitches, and multi-disciplinary expert coaches and mentors who guide the startups through some of their most critical inputs.

The incubator supports teams as they register legal entities, draft founders' agreements, brainstorm ideas, pilot their offerings, design their marketing materials, refine business models, prototype, secure their first customers, and finalize business plans. There is a deliberate focus on real, market-driven artifacts and results.

The Hult Prize approach involves bringing together some of the most passionate

people across disciplines to solve well-defined challenges through rapid ideation, prototyping, iteration, and measurement.

Each week of the program challenges teams to meet milestones and compete across multiple competency areas for the opportunity to present as one of the six finalists of the Global UN Hult Prize Finals.

The incubator is a central element of the Hult Prize process, and seeks to 'graduate' startups whose teams are fully engaged, companies bankable and whose products and services are ready for market launch.



Hult IBS President, Dr. Stephen Hodges



2017 Content Partners/Supporters:



Program Structure

Each week, startups focus on one broad topic (seven in total throughout the program), spend one day in the classroom, four days in the field, and pitch to an audience of judges on Friday. Topics range from understanding your customer to refining your business model.

Facilities Hult Prize provides every team with state-of-the-art office space that includes classrooms, an auditorium, a cafeteria, and mail/print services. Entrepreneurs are also provided with shared living spaces that include social opportunities and custom content in an informal and friendly setting.

Coaching Coaches spend a minimum of 2-4 hours per week working closely with the teams to help draft business plans, refine business models and value proposition, secure their first customers, build partnerships, and gain access to valuable advisors.

Mentorship Incubator speakers provide 30-45 minute presentations followed by general Q&A sessions. Teams are given the opportunity to sign up for one-on-one time with every speaker for individualized support and ongoing mentorship.

Feedback Over the course of the accelerator, the teams spend a combined time of almost 100 hours pitching to

investors and expert judges from leading corporations and academic institutions and receiving detailed actionable feedback.

Workshops Workshops at the Hult Prize Incubator take place once or twice a week, and they are held in an open classroom setting. Entrepreneurs work within teams on the assigned exercises, with a particular emphasis on hands-on learning and results.

Networking Networking activities are an integral part of the incubation program, as they help entrepreneurs develop personal relationships with fellow competitors, build lifelong friendships, broaden their networks, and cross-pollinate ideas.

The Hult Prize support team includes:

- Action coaches
- 24/7 facilitator
- Panel of advisors
- Subject-matter experts
- Industry leaders
- External networks

Incubator Key Statistics

400+

hours of support in one-on-one sessions by more than 80 experts investors, coaches, judges, speakers, and entrepreneurs

14

expert-run workshops are guided by the incubator guided teams through a seven-work curriculum

350+

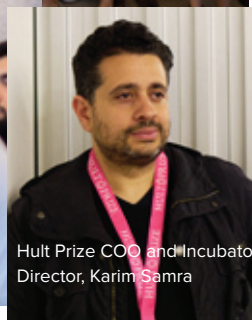
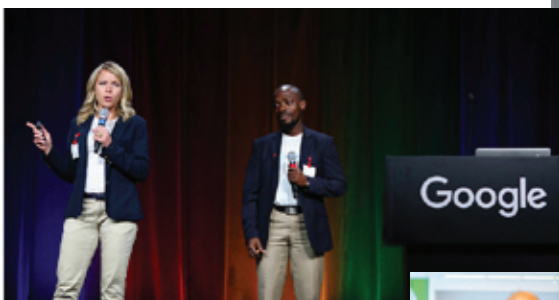
combined hours were spent by the teams on pitching, working directly with their coaches, in one-on-one sessions with VIP speakers

15+

social events are featured by the incubator to help teams build camaraderie and cooperation

25+

corporate and foundation supporters provided content to the accelerator program



Hult Prize COO and Incubator Director, Karim Samra

Hult offers a global education on modern campuses in Boston, San Francisco, London, and Dubai with rotation centers in Shanghai and New York.



Hult's beautiful Ashridge Estate campus is on 5,000 acres close to London. Ashridge House was once Queen Elizabeth I's former residence and is renowned for educating executives.

2017 UN Global Goals Weeks

The Hult Prize Foundation is honored to kick off United Nations Global Goals Week 2017— a collective effort to maximize the value of events and activations held during UN General Assembly week and focused on driving progress toward the Sustainable Development Goals.

Global Goals Week was originally piloted last year by organizing partners Project Everyone, the United Nations Development Programme (UNDP), and the United Nations Foundation. This year, the Hult Prize has come on as a founding partner and joins more than a dozen new partners who have joined the effort, including the Bill and Melinda Gates

Foundation and the World Economic Forum, positioning the week as a strong platform for collective action in support of the SDGs, maximizing the impact of a variety of events, public activations, and digital surges that are all designed to raise awareness and spur progress toward achievement of the global goals.

“The Sustainable Development Goals present both a bold vision for a better future and a challenge for collective action to achieve the goals. Global Goals Week is a response to that challenge – creating opportunities for partners to work together to drive change.”

Kathy Calvin
President & CEO of the
UN Foundation



Global Hult Prize Regional Finalists

N. America (Atlantic)

Babson College
Boston College
Brandeis University
Brown University
College of William & Mary
Columbia University
Cornell University
Duke University
Earlham College
ESADE
Faculdades Integradas Rio Branco
George Washington University
Georgia Institute of Technology
Harvard Business School
Harvard University
HEC Montreal
Hult International Business School, Boston
IIT Indian Institute of Technology, Kharagpur
Indiana University
Johns Hopkins University
Massachusetts Institute of Technology
McGill University
Monterey Institute of International Studies at Monterey
New York University-Steinhardt School of Culture, Education, and Human Development
Northeastern University
Northwestern University-Kellogg School of Management
Princeton University
Queen's University-Smith School of Business
Rutgers University
Tecnológico de Monterrey
University of California, Irvine-The Paul Merage School of Business
University of Central Florida
University of Cincinnati-Carl H. Lindner College of Business
University of Iowa
University of Pennsylvania
University of Tampa
University of the West Indies, Mona
University of Virginia
University of Waterloo
University of Western Ontario
University of Wisconsin-Madison School of Business
Villanova University
Washington University-Olin Business School
Yale University
York University-Schulich School of Business

N. America (Pacific)

Arizona State University
Claremont McKenna College
Colorado State University, Fort Collins
Cornell University
Duke University
Ege University
Emory University
Florida International University
Gonzaga University
Hult International Business School, San Francisco
Indian Institute of Technology, Kharagpur
London School of Economics and Political Science
McGill University
Middlebury Institute of International Studies at Monterey

National Chengchi University
Northwestern University
Ontario College of Art and Design
Oregon State University
Pinchot University
Saint Mary's College of California
Stanford University
Tecnológico de Monterrey
The American University in Cairo
The British University in Egypt
The Ohio State University
Universidad de Oriente
Université de M'hamed Bougara Bouterdes
University of Calgary
University of California, Berkeley
University of California, Irvine
UCLA-Anderson School of Management
University of California, San Diego
University of California, Santa Barbara
University of California, Santa Cruz
University of Cambridge
University of Central Florida
University of Chicago-Booth School of Business
University of Hawai'i at Manoa
University of Michigan
University of Notre Dame
University of Saskatchewan
University of Southern California
University of St. Thomas-Opus College of Business
University of Tampa
University of Toronto-Rotman School of Management
Vanderbilt University
Warwick Business School
York University-Schulich School of Business

Europe

Africa University
American University in Cairo
Aston University
Ateneo De Manila University
Audencia School of Management
Birla Institute of Technology & Science, Pilani-Goa
Bocconi University-SDA Bocconi School of Management
Boise State University
British University Egypt
Central European University
Chinese University of Hong Kong
Cornell University-Samuel Curtis Johnson Graduate School of Management
Cranfield University
École Mohammadia d'ingénieurs, Morocco
École Polytechnique
ENPC School of International Management
Erasmus University, Rotterdam School of Management
ESADE
Glasgow Caledonian University
Hebrew University of Jerusalem
HEC Paris
Hertie School of Governance
Hult International Business School, London
IE Business School
Indian School of Business
Jacobs University, Bremen
London School of Economics and Political Science
Lund University
Mannheim Business School
Northwestern University
Royal College of Art
Sabanci University
Sciences Po, Paris
Stockholm School of Economics
Universitas Indonesia
Universitat Pompeu Fabra-Barcelona School of Management
University of Birmingham
University of Cambridge
University of Cambridge-Judge Business School
University of Exeter
University of Jordan
University of Manchester-Manchester Business School
University of Oxford
University of St Andrews
University of Strathclyde
University of Tunis
University of Warwick-Warwick Business School
University of Zurich
Waterloo University
York University-Schulich School of Business

Management
University of Virginia
VERN University of Applied Sciences
Western University
York University-Schulich School of Business

Asia

Asian Institute of Management
Australian National University
Bangladesh University of Engineering and Technology
Binus International University
BRAC University
Chinese University of Hong Kong
Dankook University
Foreign Trade University, Vietnam
Griffith University
Hitotsubashi University
Hong Kong University of Science and Technology
Hult International Business School, Shanghai
IE University
Indian Institute of Technology
J. F. Oberlin University
Monash University
Nanyang Technological University
National University of Singapore
Ontario College of Art and Design
Peking University-HSBC Business School
RMIT International University Vietnam
Shanghai Advanced Institute of Finance
Sophia University
Surya University
Tsinghua University
University of Cambridge
University of International Business and Economics
University of Macau
University of Nottingham, Ningbo, China
University of Pennsylvania
University of Shanghai for Science and Technology
University of Southern California
University of Tokyo
University of Toronto-Rotman School of Management
Vietnam National University
Xingwei College
Yonsei University
York University-Schulich School of Business
The University of Tokyo
Tsinghua University
University of International Business and Economics
University of Macau
University of Nottingham Ningbo China
University of Pennsylvania
University of Shanghai for Science and Technology
University of Southern California
University of Toronto-Rotman School of Management
Xingwei College
Yonsei University
York University

