2022 Call to Action

Getting the World Back to Work
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The 2022 Hult Prize Call to Action is about creating meaningful work opportunities. We want YOU to build a business that will employ at least 2,000 people by 2024 while creating a positive impact on the world.
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Hult Prize Competition Overview
With a $1,000,000 global startup prize as its anchor activity, the Hult Prize has brought impact focused programs, events, and training to over a million students globally, creating a pathway for youth everywhere to take action to build a better world.

The Hult Prize Foundation transforms how young people envision their own possibilities as leaders of change in the world around them.

The Hult Prize continues to be a disruptive global leader in social entrepreneurship and youth empowerment for the 21st century. Each year, tens of thousands of college and university students from 100+ countries participate, and since its inception, participants have represented 2,000+ institutions of higher education.
The Hult Prize Competition

OnCampus
December - March

Regional Summits
April - May

Global Accelerator
June - August

Global Finals
September

General Application
Don’t have an OnCampus Program at your university? Apply through the General Application between March 15 and March 30!

Pre-Register HERE.
Work with a team of 3 or 4 students to create a business that responds to this year’s Call to Action, then pitch it to a panel of judges who will choose the winners from your campus.

The OnCampus Program is led by a Campus Director, who is a student at your university.

Campus Directors and their Organizing Committees are there to support you and your team as you create your business and prepare to pitch it at your OnCampus Program.
How Does it Work?

Phase 2: Regional Summits

If you win your OnCampus Program or are selected through the General Application, you will be invited to a Regional Summit.

Here, you and your team will compete against other students from your region and pitch your business to a panel of regional judges.

With over a dozen virtual Regional Summits, you will meet a diverse new group of student entrepreneurs and mentors and receive resources that will help improve your team’s business.
How Does it Work?

Phase 3: Global Accelerator

If you win your Regional Summit, you will be invited to our Global Accelerator.

With access to business experts, Hult Prize staff, and fellow entrepreneurs, your time at the Global Accelerator will give you the tools to continue turning your business into a reality as well as the confidence and network to be a life-long social entrepreneur.

At the end of the accelerator, you will pitch to a panel of judges who will decide which teams will present their business at the Global Finals.
How Does it Work?

Phase 4: Global Finals

Getting to the Global Finals means you and your team have risen above thousands of other students and have dedicated almost a year of your life to this journey. Congratulations!

But the hard work is not over yet...

You will pitch to a panel of extraordinary judges for the chance to receive funding from the Hult Prize Foundation which will allow you and your team to take your business to the next level and set you up on a path to change the world.
2022 Call to Action Overview
Why this Call to Action? Why Now?

This year’s Hult Prize Call to Action addresses SDG #8: Decent Work & Economic Growth because millions have lost their jobs due to the COVID-19 pandemic.

As of January 2021, job losses stand at 255 million, while upwards of 1.6 billion informal economy workers have also been significantly affected. The World of Work & Covid-19

“As is the case for the entire crisis, those living in developing countries and fragile contexts face the most dramatic risks or have least resilience.” The World of Work & Covid-19.

With so many people currently struggling, we believe this is the perfect time for you to get the world back to work.
**2022 Call to Action Guidelines**

1. **What does a meaningful job mean for this Call to Action?**
   Basically, if someone earns money by working in your company, and you are following the laws and regulations of local authorities, we consider that a meaningful job.

2. **What does my business need to do?**
   - Solve a genuine customer problem.
   - Provide meaningful employment for 2,000 people by 2024.
   - Create positive impact on the environment or society.

3. **What is a business that creates a positive impact?**
   - It is a business where revenue is directly tied to impact.
   - The more money you make, the greater impact you can have.

4. **How many people can be on a team?**
   - Each team must have 3 or 4 students from the same university.

5. **What is a pitch?**
   - A pitch is a short sales talk about your business.
   - Our format is a 4-minute prepared presentation followed by 4 minutes of Q&A from the panel of judges.
2022 Judge’s Scorecard

Problem and Customer Definition
- Has the team identified a real problem and is there a demonstrated need to solve it?
- Has the team identified its target customer?

Solution Viability
- Does the solution answer the 2022 Call to Action?
- Does this solution solve the customer’s problem in a realistic way?

Impact
- How will both employees and society at large benefit from the existence of this business?
- Does the business adequately align with the stated goals of UN SDG #8?

Team
- Does this team have the skills and experience necessary to execute their vision?
- Are team members passionate, committed, and have clearly defined roles?

Overall, how strongly do you recommend that this startup moves forward?

OnCampus
On the Regional Summits, judges will be looking for a go-to-market plan and developed business model.

Global Accelerator
At the Global Accelerator, judges will be looking for a full launch plan with relevant milestones and deliverables.
Creating Your Business With Design Thinking

1. All successful businesses start with a problem. How do you find problems worth solving? **Design thinking.**

   Design thinking starts with **human-centered design.** Please watch [this video](#) from IDEO, a world-famous design firm started in Palo Alto, USA to learn what that means!

2. Now that you understand the first step on your Hult Prize journey, it’s time to **get out there and start asking questions!**
Inspiring Businesses
In 2010, Carlos Rodriguez-Pastor, a Peruvian businessman, wanted to provide high-quality, affordable education for the rapidly growing middle-class in his country. Carlos and a team from IDEO knew the best way to make their project a success was through design thinking. So, they began by speaking directly with teachers, students, and families who were potential customers or employees of Innova Schools.

The team quickly had some key insights. For instance, they found parents did not want to send their students to a brand-new school they knew nothing about. So, the team at IDEO suggested teachers at Innova invite parents to try out a day of classes with their child to ease their fears. This was so successful that now, about 80% of parents take advantage of this offer every year.

Today, Innova runs over 60 schools, is the largest private school network in Peru and their students have shown huge improvement in their test scores and interest in learning. It has been able to do all of this as a private, for-profit education business that provides meaningful work for thousands of teachers and a quality, affordable education for students.

Citation: IDEO Case Study
“Part of our design process was to make sure that we understood the people that we were designing for, so that we could design a model that was right for them.”

Sandy Speicher,
CEO & Innova Schools Project Lead, IDEO

Citation: IDEO Innova Schools Video
In 2012 Careem started with a mission to improve the lives of people in the Middle East and build an organization that inspires. Since then, it has grown into the biggest ride-hailing app in the Middle East, with over one million drivers operating on their platform in 15 countries. Careem has been so successful that they were acquired by Uber in 2020 for $3.1 billion.

At the heart of Careem’s success is their willingness to learn from and engage with their drivers, which allows them to continuously identify and solve issues. They learn what their stakeholders need through regular in-depth interviews and focus groups with drivers and riders as well as big data analysis. Literally, regional executives must make weekly calls to local drivers.

Careem is a company that provides meaningful work at scale, allows millions of riders to get to where they need to go safely, empowers drivers with a flexible income and schedule, and adapted an existing business model to a local market using design thinking.

Citation: Fast Company
“When we started, we didn’t say, let’s see what’s happening in the rest of the world and bring it to the Middle East. Our origin was: let’s find a local problem and solve that local problem.”
The global economy is coming back. There will never be a better time to create a high-impact, job-creating business than now.

This is your moment. Make the most of it.