Ideas to Impact Challenge
2018
Transforming a million lives
The Gandhi Centre at Imperial College Business School in partnership with Global Action on Poverty (GAP) invites all passionate student entrepreneurs to enter the Ideas to Impact Challenge 2018.

If you have an idea that could transform society and resolve global challenges, then this is for you.
The themes

You are invited to form teams of 3-4 in one of the following themes:

- Financial Inclusion
- Agriculture
- Education & Skills
- Digital
- Healthcare & Sanitation
- Climate, water & Energy
The idea

The idea will be based on three main ideals:

• The idea that impacts a million people in the world
• The idea that solves BIG challenges in society
• The model that is sustainable
The pitch

You will present your ideas at the Challenge event in London on 23 March 2018, judged by a panel of industry experts.

Your idea will be judged on the following criteria:

• Does the idea have potential to impact to a million people
• A clear understanding of the challenge or social problem
• Does the idea propose a clear solution to the problem
• Is the business model realistic and innovative
The prize

The winning team will

- Receive a seed fund to help develop your idea
- Receive mentorship from industry experts and GAP
- Attend a fully sponsored trip to GAP’s annual summit in India
- Have the opportunity to work alongside GAP Change-makers in an intensive one-year programme
- Receive guidance from Imperial College London academics
Oorja Solutions

Oorja’s mission is to provide clean energy access to the 450 million people without access to reliable electricity in rural India whilst promoting sustainable local economic development.

Since mid-2015, Co-Founder Clementine Chambon has been involved in rural electrification using renewables through Oorja, a company based in the UK and in India that she established with Amit Saraogi, an Indian social entrepreneur. Clementine’s research interests lie in bio-fuels and off-grid electricity provision using biomass such as agricultural residues, woody biomass and energy crops.
ThinAir was formed in 2016 by a team of four young scientists from Imperial College London and aims to solve one of the three biggest problems on the planet, water scarcity. ThinAir has developed a bio-membrane that condenses water from atmospheric air efficiently and energy-free.

The team that formed ThinAir were inspired by the potential of biomimicry and they based their idea on the way beetles capture water from the atmospheric air even in the driest habitats in the world. ThinAir aspires to provide a clean source of water anywhere in the world.

The technology will facilitate agriculture in dry environments and provide clean water for human consumption in areas where clean water is scarce. To date, they acquired their financial support by winning competitive grants from several national and international start-up competitions including the Imperial Business School's Ideas 2 Impact Challenge.
Past Winners

Velox

Velox has the idea of using behavioural economics insights to solve the world-wide problem of obesity. Using behavioural economics insights in an app, it aims to motivate its app users to exercise regularly.

It does this by using a financial reward/punishment system, by charging the user’s bank account if he/she did not reach his/her self-selected goals. We are a team of 5 people who all studied at Imperial College Business School and graduated in 2017, from 5 different countries with very diverse backgrounds.
DONACO

Donaco is a website extension which facilitates donations by bringing trustworthy charities to individuals based on the content they read. Our uniqueness stems from three key factors:

• Relevant charities are suggested to the reader
• Simplicity – a single user account for all donations, with integrated online payments (Android pay, Apple pay, PayPal, etc.)
• Transparency - Trusted international and community based charities where more than 80% of proceeds help the cause, and a portal that provides tracking of the donation
To enter

Please answer the following questions and send to gc@imperial.ac.uk clearly marked

‘I2I 2018 Challenge Application’ in the subject line

• What is the core value proposition of the idea?
• Who is your target audience?
• How will the idea impact 1 million people?
• How can your idea become sustainable?
• Provide names of team members (maximum 4 members), programme, age & university (inter-university collaboration is welcome)

Deadline for submissions is 12 February 2018
Who are we?

Gandhi Centre at Imperial College Business School

Located within one of the best universities in the world, Imperial College London, the Gandhi Centre for Inclusive Innovation is the principal catalyst for linking Imperial College London’s core competencies in research, teaching and education with companies and institutions in emerging economies.

www.imperial.ac.uk/business-school/research/gandhi-centre/

Global Action on Poverty (GAP)

Global Action on Poverty (GAP) builds and supports change-making communities to eradicate poverty.

An initiative of the Head Held High Foundation, GAP’s objective is to accelerate the impact produced by a diverse set of committed, passionate individuals (“Changemakers”), who are tirelessly working to bring people out of poverty through myriad ways.

www.globalactiononpoverty.org
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