Ideas to Impact Challenge
Transforming a million lives
What is the Ideas to Impact Challenge?

The Gandhi Centre at Imperial College Business School together with Global Action on Poverty (GAP) invite you to participate and engage in the Ideas to Impact Challenge 2018.

The aim of the Challenge is to bring together university students from across the United Kingdom to present their innovative ideas that could solve global challenges and improve the lives of millions of people.

In 2017, the competition was piloted and was a big success. In 2018, we plan to go even bigger.
Who is an Impact Mentor?

We need organisations who can help us transform brilliant ideas into reality. Your mentoring and business support will make a significant difference to the progress of the winning team and impact society in a critical way.

This could also be an opportunity to crowd source solutions to the challenges your company is facing while operating in highly complex market conditions.
Why should I become an Impact Mentor?

By participating as an Impact Mentor your company will have the opportunity to:

- Access social entrepreneurial ideas that could potentially complement the existing products / services of your company
- Enhance the brand and reputation of your company by associating with an impactful idea and highly ambitious students
- Be a judge at the Ideas to Impact Challenge 2018 at Imperial College London
- Attend the annual GAP Leadership Event in India
Past winner profile

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 biofuels and off-grid electricity provision using biomass such as agricultural residues, woody biomass and energy crops.
Past winner profile

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.
Past winner profile

**Velox**

Velox had 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.
Past winners profile

DONACO

Donaco is a website extension which facilitates donations by bringing trustworthy charities to individuals based on the content they read. Their 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
Why us?

**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.

[imperial.ac.uk/business-school/research/gandhi-centre](http://imperial.ac.uk/business-school/research/gandhi-centre)

**Global Action on Poverty (GAP)**
Global Action on Poverty 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.

[globalactiononpoverty.org](http://globalactiononpoverty.org)

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