The Education Challenge

*Spurring new innovations*

*Developing tomorrow’s leaders today*

The Application

2015

This is the application packet for The Education Challenge, 2015. This introduces us to the purpose of the Education Challenge. It outlines the guidelines, rules, process, and instructions on how to complete and submit the application.

**1st Application Deadline:** All applications should be sent by **Wednesday, July 29, 2015 midnight GMT**. All applications sent by this date will have first priority during the review stage.

**2nd Application Deadline:** For applicants who are still interested in applying after the above priority deadline, applications can be sent latest by **Wednesday, August 12, 2015 midnight GMT**. Applications sent after the 1st deadline and before the 2nd deadline will have second priority during the review stage.

Quality Education in Ghana:

# The Need for Affordable Scalable Innovative Solutions

United Nations Secretary-General Ban Ki-moon says: “Education is a fundamental right and the basis for progress in every country. Prosperous countries depend on skilled and educated workers”[[1]](#footnote-2).

The Education for All Global Monitoring report also says: “Equal education boosts economic growth. Education not only helps individuals escape poverty by developing the skills they need to improve their livelihoods, but also generates productivity gains that boost economic growth substantially”. “Education enhances job opportunities, helping households to escape poverty. Educated men and women are more likely not just to be employed, but to hold jobs that are secure and provide good working conditions and decent pay. By benefiting women in particular, education can help narrow gender gaps in work opportunities and pay. As well as helping lift households out of poverty permanently, education guards against them falling – or falling back – into poverty”[[2]](#footnote-3).

The Education Challenge has been developed by [Growth Mosaic](http://www.growthmosaic.com) and was designed with support from the Center for the Advancement of Social Entrepreneurship ([CASE](https://centers.fuqua.duke.edu/case/about/" \t "_blank)) out of Duke University's Fuqua School of Business.

Our motivation for creating the Education Challenge Fund is to spur new innovations that tackle stagnant, fundamental problems in education in Ghana. With a team of education experts, we have developed three (3) thematic problem spaces that create **three (3) opportunities** for entrepreneurial intervention.

The Opportunity Statement

The Opportunity Statement is a separate document alongside this application form. It presents the challenge: the **three (3) opportunities** for entrepreneurial intervention. This document presents entrepreneurs with the relevant information needed to understand the scope and context of the **opportunities** that have been given in this challenge.

To be successful on this challenge, it is critical that the applicant reads this statement, and thoughtfully factors in the insights from that statement, while presenting the innovative solution in this application.

Read the [Opportunity Statement](http://www.growthmosaic.com/files/EducationChallenge-OpportunityStatement.pdf)

&

[Apply Now](http://www.growthmosaic.com/challenge/)!

Application Guidelines

# Who should apply?

Anyone passionate about transforming the education sector in Ghana. This may include university graduates and beyond, who are at idea stage seeking to start up, or seeking to grow their existing for-profit social enterprises and are ready to give full time commitment to this business. Those with non-profit ideas or existing non-profit organizations are only invited if as part of your application there exists a viable and self-sustaining revenue stream.

This Challenge seeks to develop entrepreneurs that will be committed to developing self-sustaining limited liability businesses which scale up to positively impact hundreds of thousands of lives.

As a start, you would have to commit 40+ hours per week from November 2015 to partake in the incubation stage if you win. You will be awarded initial seed funding to prove your concept in the marketplace, as well as tens of thousands of Ghana Cedis worth of in-kind contributions (office space, professional services, training, coaching, etc.).

We expect that the innovations we fund will eventually be scaled up through long-term partnerships to ensure growth in the impact investing sector in Ghana and West Africa.

# The Prize

Winners will be awarded initial seed finance and will have the opportunity to undergo acceleration: intensive business incubation and entrepreneurial mentorship via Growth Mosaic. Growth Mosaic has partners such as the Global Social Benefit Institute (GSBI) out of San Francisco providing their globally recognized incubation curriculum developed over the past 13+ years of experience through their globally recognized incubation curriculum.

Winners will work out of Impact Hub Accra based in Osu, Accra where you will have daily access to business coaches, trainers, and international investor networks.

# The Application

* Revisions to applications after submission will not be considered
* Only one application per person or team will be considered
* Applications must be written in English

# Deadlines and Challenge Process

## Part 1:

Applications will be accepted on a rolling basis. Applications will be reviewed as they are received. Decisions on which applicants have been selected to proceed further with The Education Challenge will be communicated by Mid-August 2015. **Start your application right away; do not delay as it is long, but will assist you in your thought process.**

### Part 2:

Shortlisted applicants will have the opportunity to integrate expert feedback and improve their applications. Decisions on which applicants will advance will be sent by October 2015.

## Part 3:

Five (5) finalists will be selected for the final stage. Pitch training will take place in preparation for a final pitching session in November 2015.

## Part 4:

Selected winners will begin incubation in November 2015.

# Judging Criteria

## The Judging Criteria/Panel

The Education Challenge judging panel is composed of professionals in business and the education sector in Ghana and beyond, in either a for-profit or non-profit organization.

Each application will be vetted for:

1. Solution Viability: the concept actually solves the problem as analyzed by our expert panel;
2. Business Viability: the concept is economically sound and could scale to reach 100,000's of people; and
3. Team is passionate and work well together.

Evaluations will be based on:

* Desirability
* Feasibility
* Viability
* The Team Value

# Application Tips

* It is critical that you thoroughly read and reflect on the Opportunity Statement document attached before you fill this application form. Your success on this application is dependent on your understanding and insights from that document.
* Articulate clearly and concisely. Be clear and straight to the point in your writing. Consider your audience an educated judge who is relatively knowledgeable with the key issues at hand.
* The application should clearly show how cost effective the solution is, as well as convey the impact and potential to scale.
* The solution should be contextual and cultural backgrounds factored.
* Do not provide a solution that repeats existing solutions. Your solutions should be new or an improvement to existing solutions.

# Submission Instructions

* After completing this application, save the document with filename: “Application OPPORTUNITY NUMBER-YOUR TEAM NAME”. For example: “Application 1-ALPHA.docx”. Ensure that you save the document as a *.doc or .docx*.
* Send your application as an attachment to the email address: [challenge@growthmosaic.com](mailto:challenge@growthmosaic.com). The Subject of your email should be in the format: “Application OPPORTUNITY NUMBER-YOUR TEAM NAME”. For example: “Application 1-ALPHA”.

**Note**: Applications that do not follow these instructions will not be reviewed.

# Questions?

Email The Education Challenge team at [challenge@growthmosaic.com](mailto:challenge@growthmosaic.com)

# Nature of the Challenge

The Education Challenge team reserves the right to:

* Amend and re-issue this challenge at any time and for any reason if the most ideal business solution is not found during this first round
* Accept or reject any application because it does not meet eligibility criteria, does not enable allowable costs
* Disqualify any application at any stage if it is found that information was plagiarized

Application Form

***Ensure that you have thoroughly read The Opportunity Statement document before you begin this application.***

# Privacy Notice & Intellectual Property Rights:

All applications remain the property of the applicants. Although we will not sign any non-disclosure agreement until the beginning of incubation, The Education Challenge team will not use the information provided in this application for any other purpose other than this application.

Reasonable confidentiality will be applied in order to prevent access to the information by anyone else apart from the organizers and judges of this challenge.

The Education Challenge team respects the value of intellectual property.

# Authenticity

*To be filled by the main contact person*

I, CLICK HERE TO ENTER YOUR FULL NAME HERE confirm that information provided in this application is true and authentic to the best of my knowledge, and I accept responsibility for the answers provided in this document.

The Education Challenge team holds the right to disqualify any application that is found to have critical answers copied from a source without adequate referencing or without permission from the original authors if that was required.

Date: Click Here to Select Date

Will the main entrepreneur be ready to dedicate 40+ hours per week while working in the Impact Hub Accra for six months from November 2015 to build this business?

Yes  No

If you answered NO, we suggest you do not continue this application as this incubation is critical to the success of your business.

If you answered YES, please continue filling the form below:

# How did you hear about the competition?

Email from Growth Mosaic  Forwarded Email  Newspaper  Twitter

Facebook  Radio  Television  Other

# Contact Person’s Details

|  |  |
| --- | --- |
| First Name |  |
| Last Name |  |
| Email Address |  |
| Phone Number |  |
| Physical Address |  |
| Mailing Address |  |
| Skype Address |  |
| Date of Birth |  |
| Gender |  |
| Nationality |  |

# Your Solution

## Your Chosen Opportunity

Based on the three (3) opportunities mentioned in the Opportunity Statement, select **one** challenge topic you are applying for:

**Opportunity 1** – Quality teaching in Early Childhood Education & Development

**Opportunity 2** – Access to early childhood care centers

**Opportunity 3** – Continuous Professional Development

## Summary of the Solution

1. In **one** **(1)** sentence, describe your solution. *130 characters maximum.*

*Let it explicitly and clearly convey the message to someone that does not know anything about your solution / hearing about your business for the first time.*

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1. Tell us more about what your solution is. *1000 characters maximum*

*In answering this, consider the desirability, feasibility, viability and sustainability of the business. This question summarizes the application. You may answer this question last, after you have gone through the rest of the questions in the application.*

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## Desirability

1. Who is your customer? Who exactly are you creating value for? If they are different types of customers, please describe them. Who are your most important customers? *1000 characters maximum*

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1. How many people will your solution serve? In which region and income group? *1000 characters maximum*

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1. Who will pay for the product[[3]](#footnote-4)? If the one paying for the product is not the one directly receiving your product, let us know. (E.g.: parent pays for the service that goes directly to child OR teacher pays for training that that he/she receives directly). *1000 characters maximum*

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1. What is the value proposition?
   1. What unique value do you deliver to the customer(s)? In doing this, which one of your customer’s problems are you helping to solve? And, what key feature/attribute about your solution is significantly contributing to solving that problem? *1000 characters maximum*

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* 1. *If* you have different types of customers, explain the products you are offering to each type of customer. *1000 characters maximum*

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## Feasibility

1. Describe your key activities/operations in more detail. *2000 characters maximum*

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1. What are you doing differently than other existing solutions? *1000 characters maximum*

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1. What key resources are required to implement your solution?
   1. What Physical, Human, Financial, Intellectual (brand patents, copyrights, expertise) resources are needed? *1000 characters maximum*

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* 1. How will you acquire these resources? Do you know whom or from where you can access these resources? *1000 characters maximum*

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1. What indicators will you use to measure your success of the business? *1000 characters maximum*

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1. What is your single most important indicator of success? For example, if this was a healthcare challenge, one of your indicators of success might be: reducing under-5 child mortality. *1000 characters maximum*

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1. What evidence do you have, that your solution works? *1000 characters maximum*

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1. If any testing or research has been conducted thus far, briefly outline what it is about. *1000 characters maximum*

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1. What are your milestones/next steps for the next one year? Factor in what you do not know now that you need to know in the future? *1000 characters maximum*

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1. Are you currently working on, and will you continue to work full time on your venture? *1000 characters maximum*

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## Viability

1. The financial goals on this venture should be to cover costs and be self-sustaining from its own customer revenue. Describe your revenue model. How will your business make money? Tell us what your customer(s) will pay for, and what price you will charge? *1000 characters maximum*

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1. Describe following in terms of fixed costs (e.g. rent, salaries, etc.) and variable costs.
   1. What are the most important costs inherent in your business model? *1000 characters maximum*

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* 1. Complete a 6- or 12-month budget.

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| **Item** | **Unit Cost (GHS)** | **Quantity** | **Frequency[[4]](#footnote-5)** | **Subtotal**  **(GHS)** |
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| **Grand Total** | |  |

## The Team

1. By what name would you want to be known in this challenge? E.g.: Alpha, Legacy.

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1. What's the ultimate vision for your business? *1000 characters maximum*

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1. Individuals can also have non-financial motives for launching a business. What is your motivation? *1000 characters maximum*

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1. List members of the team that are championing this solution
2. Describe two key members of the team

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| Name |  |
| Role in this business? What exactly is this member doing for the venture? |  |
| Why is this team member uniquely qualified for this role? Give a background on qualifications, education, past experiences, passion, strengths, and career background including the organization type, role, number of years, and country. |  |
| Has this member started any other venture aside this one (for profit, non-profit, other)? What did the venture do, and how did it turn out? |  |
| Age |  |
| Gender |  |
| Nationality |  |
| How long will this team member stay in the business? |  |

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| --- | --- |
| Name |  |
| Role in this business? What exactly is this member doing for the venture? |  |
| Why is this team member uniquely qualified for this role? Give a background on qualifications, education, past experiences, passion, strengths, and career background including the organization type, role, number of years, and country. |  |
| Has this member started any other venture aside this one [for profit, non-profit, other?]? Which one? How did it turn out? |  |
| Age |  |
| Gender |  |
| Nationality |  |
| How long will this team member stay in the business? |  |

1. Uniqueness of the team
2. Why is your team uniquely qualified to run this business?

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1. What activities or projects have you done together in the past?

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# References

1. Who else believes in your solution and in the team? Past employers, colleagues. List Names of two references we can contact.
   1. Reference #1

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| --- | --- |
| Full Name |  |
| Telephone Number |  |
| Email Address |  |
| Why is this person a good reference for the team? |  |

* 1. Reference #2

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| --- | --- |
| Full Name |  |
| Telephone Number |  |
| Email Address |  |
| Why is this person a good reference for the team? |  |

1. UNESCO: Sustainable development begins with education. (2014, September 18). Retrieved June 8, 2015, from United Nations Educational, Scientific and Cultural Organization: http://www.unesco.org/new/en/media-services/single-view/news/unesco\_sustainable\_development\_begins\_with\_education/back/9597/#.VXWlOc\_tmko [↑](#footnote-ref-2)
2. (2013). Education Transforms Lives. Education for All Global Monitoring Report. United Nations Educational, Scientific and Cultural Organization. Retrieved June 8, 2015, from http://unesdoc.unesco.org/images/0022/002231/223115E.pdf [↑](#footnote-ref-3)
3. Product in this application refers to your solution which could be services or/and physical products [↑](#footnote-ref-4)
4. For example, paying salaries to 2 people (quantity) for 6 months (frequency). [↑](#footnote-ref-5)