

GAME CHANGERS APPLICATION GUIDE

STEP 1: APPLICATION

1.1. Please describe the problem in Education for children in your society you want to solve. Identify the size and scope of the problem. Use statistics and references where available. Maximum 1000 characters

Tell us about the situation of children's education in the society where you work, the size and scope of the problem. Is it a common problem for many children? Describe the problem with as much detail as you can. If possible, provide information to verify that the need exists through the use of statistics from experts.

1.1.2 Describe your innovative solution to the problem you have identified in 1 sentence. Maximum 150 characters.

Describe the core element(s) of your initiative in a single sentence so that someone who has never met you before can understand your idea immediately.

Examples:

"A mobile library bringing books, literacy education and reading to children in low-literacy areas."

"A business providing affordable solar lights to children without access to safe light sources in rural communities so they can do their homework."

"A national awareness and education program teaching children about road safety."

1.1.3 What meaningful change (Social Impact) will your solution create for each of the children reached? Maximum 1000 characters

We want you to explain how you will have a great social impact for children as well as be system changing. Explain how you will address a problem within Education for children in an innovative way with a vision and a strategy that reaches beyond changes in individual lives, towards altering society and making long-term changes. We want to support brave initiative with potential to alter society and make a difference in a longer perspective.

1.1.4 Define your goals for the next five years. What will you achieve? Also indicate how many children you expect your organization to directly support each year in Years 1, 2, 3, 4 and 5. Maximum 1000 characters

How will your work impact the world? What goals do you want your organization to have met in five years? What will it have achieved if it is successful? We also want to understand the number of children you expect to work with in years 1, 3 and 5 so we can get a good idea of the rate at which you plan to grow the impact of the initiative. These don't need to be exact, but should indicate your best estimate at this stage.



1.1.5 Which method are you going to use to reach your goals? Please include a specific program, product or working model. Maximum 1000 characters

What is your initiative currently? Please describe your program activities. Describe the method you will use to meet the need and address the problem in education you have identified. Describe how this method will enable you to reach the number of children you said you would be directly supporting in years 1,3 and 5.

1.1.6 Describe your schedule and milestones for the upcoming year. Maximum 1000 characters.

Describe your plan for the upcoming year, including the most important milestones that you want to achieve this year. We want to see that your goals are realistic and can be implemented.

1.1.7 Who are your competitors? Who is solving the same problems in Education and how are they doing it? How does your initiative fit in with the government's priorities and current work in this area? Maximum 1000 characters.

You may not be the only actor addressing education for children in Ghana. It is possible that other actors such as local community organizations, government agencies, international actors and others who work in your community are addressing this. Please name other actors addressing education and how they are doing this. Are you partnering with any of these actors?

1.1.8 What do you offer that nobody else does? Maximum 1000 characters.

How is your initiative different and stronger than previous initiatives? What makes yours more likely to succeed than the other actors in the same field? What do you think are the comparative strengths of your organization?

1.1.9 Describe your strategy for the long term financing of your solution? How will you create a sustainable financing model? What are the next steps? Maximum 1000 characters.

Please specify potential funding and sustainability solution for your organization in 3-5 years. Indicate potential sources of income, argue in their favor and specify related risks.

1.2.0 Describe your budget for the upcoming year. Define your expected revenues and expenses. Maximum 1000 characters.

Define all costs of the entire operation, including purchases, transportation etc. and defining the expected revenues and incomes for the year. We want to understand the current financial situation of your organization and how you see your budget for the upcoming year.

1.2.1 If you received support through the Reach for Change Incubator program, what learning and progress do you want to gain? Maximum 1000 characters.



What aspect of the Incubator program specifically interests you? What kind of skills would you like to improve?

1.2.2 Describe what motivates you to be a social entrepreneur and what motivates you to work with the problem in Education you want to solve. Maximum 1000 characters.

You can include any experiences or personal skills as well as your personal motivation to be a social entrepreneur.

1.2.3 Please confirm that you are or will be (for organizations yet to be created), the leader of the organization that will deliver the solution you are applying for. Maximum 500 characters.

Reach for Change can only support the leaders of organizations, not employees or workers under someone else's direction. This is because as a Game Changer and social entrepreneur you will need to be the primary decision maker in your organization.

1.2.4 A VIDEO ABOUT YOUR PITCH: please upload a link to a video where you pitch your idea. Link url to be uploaded.

Please upload a link to you video pitch; duration maximum 1- 2 minutes. We want to see you and the initiative you are applying with, preferably in operation. You can use a phone video camera or computer then upload the video to a website like www.youtube.com; www.vimeo.com or www.screen.yahoo.com to get the link you can upload.

REFERENCES

Your references should be two people who know you in a professional way. They can know you or have supervised you for example in a work, educational or volunteering setting. We want to understand who you are, what experience you have and how you work. Your references should be people who know you professionally. Meaning they should not be family members, close friends or significant others (boyfriends, girlfriends, husband, wife). Please provide contact information of each reference and describe your relationship with them, e.g. former manager or employee.

1.2.5 About your First Reference: Name Compulsory

In the following 7 questions, provide information about your first reference.

1.2.6 Profession Compulsory

1.2.7 Workplace Compulsory

1.2.8 Phone number Optional.

1.2.9 Mobile phone number Compulsory

1.3.0 Email address Compulsory

1.3.1 Your relationship Compulsory

1.3.2 About Your Second Reference: Name Compulsory

In the following 7 questions, provide information about your second reference.

1.3.3 Profession Compulsory

1.3.4 Workplace Compulsory

1.3.5 Phone number Optional.



- 1.3.6 **Mobile phone number** Compulsory
1.3.7 **Email address** Compulsory
1.3.8 **Your relationship** Compulsory

1.3.9 About You and the Kinnevik Group: Do you now or have you previously worked within the Kinnevik Group or with any of our partners: Korsnäs, Metro, MTG, Tele2, Millicom (Tigo), Hugo Stenbeck Foundation, Viasat1, Bayport and Consumer Finance Company?
Compulsory

STEP 2: APPLICATION SUMMARY

Questions to applicants who successfully make it through the second step.

2.1. The Problem - Describe the problem in Education you wish to address, what the situation is for children and why it is important to address using external verification.

Compulsory; maximum 300 characters

Describe the problem and why it is important to solve. Be objective in your answer and try to use research and statistics. Where possible, provide information to make the case for why the need exists and use of statistics from experts. Can you convince us that you really have identified a need which is not being met today?

2.1.2 The Solution - Describe your solution, explain the “how”. Be precise on the solution you have developed.

Compulsory; maximum 350 characters

Describe your innovation and how your unique solution will solve the problem in Education you have identified. What do you offer that nobody else does?

2.1.3 Social Impact – Explain how you will have a great social impact for children.

Compulsory; maximum 250 characters

How will your solution improve individual children's lives and strengthen their right to having quality education? What social value do you provide?

2.1.4 System Change - Describe the system change you want to achieve and explain how your vision and strategy reaches beyond changes in individual lives towards altering society and making long-term changes in Education

Compulsory; maximum 350 characters

We want to support innovative initiatives with the potential to bring change to Education and make a difference in the long-term. Explain your vision and a strategy that reaches beyond changes in individual lives reaching towards altering society and making long-

term changes.

4.1.5 Scalability - Describe how your initiative is designed to scale, replicate, or franchise. How does your idea have the potential to grow very large and change the lives of many children.

Compulsory; maximum 250 characters

Describe how your initiative will grow and reach a wider community – nationally, regionally or globally. Is your initiative designed to scale, replicate, or franchise from the beginning? Will you be creating networks and working with partnerships to scale your impact? Will you be scaling your social impact through awareness and advocacy to achieve policy change? We want to see that your initiative is scalable – meaning that it has the potential over time to grow very large and change the lives of many children – nationally, regionally or even globally.

4.1.6 Business model - Describe your business model or a financial strategy than can sustain the operation in the long-term, or how you think you are going to find financing and from which source.

Compulsory; maximum 250 characters

Describe how you will strategize different revenue streams to make your operations sustainable. Describe your strategy for long term funding. We want to understand how you are thinking about financing in the long-term and how you will raise or generate enough income to continue to operate and grow.

4.2.1 The Social Entrepreneur – Describe your experiences and personal skills showing that you can build and lead an organization that will make a difference in the world.

Compulsory; maximum 250 characters

Describe how you have demonstrated your social passion to transform the world for children and make a difference. Describe how you have demonstrated leadership through inspiring and leading people in some way in the past. Describe your entrepreneurial skills and give example(s) of how you are results-driven, goal-orientated, pragmatic and flexible. We want you to convince us that you are the super entrepreneur with extraordinary skills we are looking for.

4.2.2 Your name

We need this information again for the presentation at the interview.

4.2.3 Your organization's name

We need this information again for the presentation at the interview.

4.2.4 The city and country where you will be based

We need this information again for the presentation at the interview.