The contest

The Prize empowers teams of two to five students (undergrads or grad/professional students at any of N.C.’s two- and four-year colleges and universities) to help solve a problem affecting one or more of these areas: the economy, education, the natural and built environments, and health.

The 2015 SECU Emerging Issues Prize for Innovation rewards student teams that channel their creativity and talent to address critical issues affecting North Carolina’s future economic competitiveness and well-being.

Win $50,000 to turn your idea into reality!
The power to transform North Carolina is only an idea away!

<table>
<thead>
<tr>
<th>PRIZE FOR INNOVATION</th>
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<tbody>
<tr>
<td>GRAND PRIZE WINNER</td>
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<tr>
<td>FIRST RUNNER-UP</td>
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<tr>
<td>FAN FAVORITES (up to two)</td>
</tr>
<tr>
<td>IEI’S EMERGING IDEA</td>
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THE CONTEST

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Have a great idea about how to build a better future? Perhaps your team wants to launch a social enterprise, create a media campaign, start a nonprofit, perfect a new technology, or create a for-profit business – or maybe you’ve got an entirely new approach or model in mind.

Your team’s goal might be to:
• Make rural communities better places to build a long career.
• Raise high school graduation rates.
• Make N.C.’s communities more walkable or bike-friendly.
• Lower N.C.’s childhood obesity rate.

These are only a few examples, and challenges are everywhere. Your team can choose any challenge it wants to attack. Just be innovative, and back up your great idea with a solid implementation plan. Turn your great idea for improving North Carolina’s future into reality with $50,000!
APPLICATION
The 2015 SECU Emerging Issues Prize for Innovation

WHO CAN ENTER?
The 2015 SECU Emerging Issues Prize for Innovation is open to teams of two to five students (undergraduate and/or graduate and professional students, in any combination) who are enrolled at time of application in any of N.C.’s two- and four-year colleges and universities. Proof of enrollment will be required for all winning team members.

WHICH PROJECTS ARE ELIGIBLE?
To solve the challenges facing North Carolina, we need the innovative thinking and fresh perspectives that N.C.’s smart young adults bring to the table. The Prize contest is designed to stimulate student thinking and catalyze action through proposal implementation.

The Prize empowers teams of two to five students (undergrads or grad/professional students at any of N.C.’s two- and four-year colleges and universities) to help solve a problem affecting one or more of these areas: the economy, education, the natural and built environments, and health.

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These are only a few examples, and challenges are everywhere. Your team can choose any challenge it wants to attack so long as it overlaps with one or more of the focus areas noted above. Just be innovative, and back up your great idea with a solid implementation plan.

It is desirable that a proposal’s key idea(s) originate within the team, but it’s not an absolute requirement. Your innovation may be on the implementation side. In all events, team members must lead the project’s development and execution. Note: Teams are responsible for ensuring the lawful use of any external intellectual property utilized in the project.

WHAT ARE THE PRIZES?

<table>
<thead>
<tr>
<th>Prize Category</th>
<th>Prize Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Prize Winner</td>
<td>$50,000</td>
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<tr>
<td>First Runner-Up</td>
<td>$25,000</td>
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<tr>
<td>Fan Favorites (up to two)</td>
<td>$10,000</td>
</tr>
<tr>
<td>IEI’s Emerging Idea</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

Prizes are distributed in two cash disbursements spaced six months apart. The first disbursement is made upon completion of required paperwork by a winning team, and the second following satisfactory review of the project’s second quarterly report.

IEI reserves the right to reduce the number of awards if, in IEI’s exclusive judgment, too few proposals of significant merit are submitted.

Note: A team may win only one prize award.
HOW TO ENTER

Identify a challenge facing N.C., create a team to propose a solution, and submit a completed application to emergingissues@ncsu.edu by 11:59 p.m. on December 1, 2014.

WEBINAR

IEI will host an informational webinar on September 24, 2014, from 10:00 a.m. to 11:00 a.m. for anyone interested in learning more about this year’s competition. To register for the webinar, visit www.emergingissues.org. IEI will post a recording of the webinar to our website.

DETAILED APPLICATION REQUIREMENTS

A completed application includes the following components. Detailed instructions for each component are provided below.

1. Roster of Team Members
2. Roster of Principal Investigator and of Administrative Contact
3. Project Abstract (Including Project Video URL)
4. Proposal Narrative
5. Budget and budget commentary
6. Resume or CV of each team member, plus Statement of Participation from Principal Investigator and Administrative Contact
7. Project Video (2-3 minutes)

Note: Components 1 through 6 MUST BE CONSOLIDATED AND SUBMITTED AS A SINGLE COMPREHENSIVE PDF FILE.

Prepare a document that includes the following information, using the section headers you see below:

1. Roster of Team Members and Roles
   - Name, Address, Email, Phone
   - College or University, Degree Sought, Anticipated Date of Graduation/Completion
   - Project Role
   *Each team must designate a Team Captain to serve as primary contact and spokesperson. All members must have a role, determined as the team prefers.

2. Roster of Principle Investigator and Administrative Contact
   - Name
   - Address/Email/Phone #
   - School and Department/Organization
   - Full Job Title
Principle Investigator and Administrative Contact (cont’d.)

- Each team must identify a Principal Investigator (PI), who may be a faculty member, center director, or other administrative officer at the college or university. In addition to serving as a general project advisor, the PI will be responsible for tracking, overseeing, and reporting of all prize monies after disbursement, in the form of a grant award, to the winning team’s educational institution. The PI will help students understand and comply with the institution’s rules and processes governing expenditure of grant monies.

- Additionally, all teams must identify an Administrative Contact (AC). This person is the grants administrator, fiscal officer, or other administrator authorized to commit the team’s educational institution to the terms of the grant. The AC is not the PI. The AC may be found in the institution’s grants office—which might be called the Office of Sponsored Research or Office of Contracts and Grants—or can be someone else who is able and willing to manage a grant within an academic unit of the institution.

(Special Note to N.C. State University applicants: The N.C. State University Office of Contracts and Grants cannot serve as your AC. Financial awards from IEI will be arranged as interdepartmental transfers, and students therefore should find a college- or departmental-level representative to accept the transfer. This person might be, for example, an officer in the unit or organization that directly oversees the PI’s department or center.)

Project Abstract

In a project abstract of 250-300 words, provide an overview of the challenge to be addressed, nature of the project, proposed solution, and team strengths. Please include the Project video URL after the Abstract description.

Proposal Narrative

Provide a narrative description of the team’s innovative solution to an important challenge facing N.C. and its communities in one or more of the following areas: health, education, the natural or built environment, and the economy.

Your team’s narrative should speak to the following issues. The narrative should not be longer than 4,000 words, excluding charts and graphics.

Outline of Challenge

- Clearly identify the challenge to N.C. or an N.C. community targeted by your proposal
- How does the challenge specifically affect N.C. and its communities?
- Is the challenge critical to N.C.’s long-term competitiveness and/or well-being?

Approach and Rationale

- What is the purpose and what are the goals of the solution?
- How is this solution different from other attempts to address the challenge?
- What is the timeline and what are benchmarks for implementation?

Likelihood of Success

- How does the solution deal with possible barriers to implementation?
- How will you track and measure your project’s success?
- What metrics will be used to measure impact?

Wider Impact

- To what extent is the proposed solution scalable? Can it be replicated in other N.C. communities or across wider regions of the state?
You must provide a total of three Budget Commentaries and Budgets, as follows. First, provide a **comprehensive** descriptive and quantitative budget appropriate for the $50,000 Grand Prize. Next, provide separate **summary** contingency budgets tailored for the $25,000 First Runner-Up and $10,000 “Fan Favorite” award levels, explaining how you would adjust your project approach to match these funding levels.

In your proposed budgets for each award level, please include estimates for expenses and potential revenue or additional funding sources (if applicable). Budgets should be projected for the life of the solution or for the next three years (whichever is shortest). **Limit 3,000 words, excluding charts and graphics.**

The most successful innovators tend to be those who connect with and learn from other successful innovators and entrepreneurs. Therefore, each winning team will be required after award notification to select an IEI-approved mentor(s) (who may not be the PI) to serve as the team’s professional advisor(s) and help guide proposal implementation. Each team must therefore allocated a minimum 10% of the total cash award for this purpose. Please be sure to show this allowance in your budget.

Winners of the Fan Favorite and IEI’s Emerging Idea awards will be asked, after award notification, to develop a more detailed plan, which IEI must approve, for adapting their original proposal to these award levels.

**Please note:** The 2015 SECU Emerging Issues Prize for Innovation awards do NOT allow any institutional overhead charges.

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**Required Documentation**

- Please submit a resume or CV for each team member.
- Please submit a separate written statement (for example, a brief letter) from the PI and from the AC verifying willingness to participate and acknowledgment of the duties of the role.

**Additional Supporting Documents**

Should you wish, you may submit additional supporting documents. Briefly list and describe any such documents and attach them as numbered appendices.

**Video**

Your team must develop a short (2-3 minute) video describing the challenge you are addressing and your proposed solution. Videos will be evaluated together with your written application. You must post your video either to YouTube or to Vimeo, and submit a link to the video here and as a last, separate line in the Project Abstract.

**Please note:** In submitting a video, all applicants grant permission for IEI and NC State to use, reproduce, or distribute the included video to the public in any manner or in any medium without payment of any fee, and in perpetuity.

Please submit your entire application, in the form of a single comprehensive pdf file, by email to emergingissues@ncsu.edu. **Deadline for submission is 11:59 p.m. on December 1, 2014.**

**Note:** When compiling your written application into a single comprehensive pdf file, you may wish to use Adobe Acrobat, or free sites like pdfmerge.com, smallpdf.com, or other similar sites.

If you are unable to send the application electronically, you may mail your application, postmarked by December 1, 2014, to: Institute for Emerging Issues, Attn: 2015 SECU Prize for Innovation, Campus Box 7406, Raleigh, N.C. 27695.
JUDGES AND JUDGING CRITERIA
An IEI Prize Review Committee composed of IEI staff members will review all applications and select semifinalists. A panel of expert judges will then review these semifinalist selections and determine the $50,000 Grand Prize winner, the $25,000 First Runner-Up winner, and a small group of additional semifinalists to compete for $10,000 prizes in the Fan Favorite competition.

The Fan Favorite awards will be determined via a competitive, online voting process open to the general public. Fan Favorite finalists will be encouraged to promote their candidacies and seek support from friends and family.

IEI policy managers will select the IEI Emerging Idea $5,000 award winner. This prize recognizes an idea that has great potential but requires further development. The team receiving this award will be strongly encouraged to submit an expanded application in the next year’s competition.

In past years, expert judges have included IEI board members, members of IEI’s Issue Councils, and other experts working in the areas of economic development, education, the natural or built environment, and health.

When evaluating applications and videos, IEI staff and expert judges will bear in mind the following considerations:

- Is the application persuasive, well organized, and professional?
- Does the team identify an innovative approach to the identified challenge?
- Does the team explain how its solution differs from other attempts to address the challenge?
- Has the team based its proposed solution on reasonable assumptions and credible data?
- Does the team have adequate and relevant experience, education, business acumen, time management abilities, and organizational skills?
- Will the proposed solution have a significant and lasting impact on the challenge it seeks to address?
- Is the proposed solution scalable and can it be replicated in other communities or across larger regions of N.C.?

PUBLIC DISCLOSURE AND INTELLECTUAL PROPERTY CONSIDERATIONS
Before submitting an application, teams are encouraged to think carefully about the issues of public disclosure and intellectual property. IEI promotes and makes public the prize competition, winning and other proposals including videos, and the identities of winners and certain other applicants.

As a result, this competition exposes your ideas, potential or actual intellectual property, and/or patentable ideas to public notice. Confidentiality is not guaranteed in any way. If you need to guard confidential ideas or materials, you should not include them with your submissions. If you intend to file patent protection for any part or aspect of your proposal, be aware that entry into this competition may be construed as a public disclosure. You may wish to consult with an intellectual property attorney before submitting your application.

Ownership of any intellectual property associated with winning proposals and/or developed with prize monies will be governed by the intellectual policies of the team’s educational institution and the terms and conditions of the grant. If the institution administering award funds for a winning team lacks an intellectual property policy, a winning team will be required to create and submit an agreement that establishes ownership of ideas that emerge from team efforts.

The Institute for Emerging Issues, the State Employees’ Credit Union and its Foundation, and N.C. State University take no financial or ownership interest in the projects funded by this competition. Intra-team confidentiality is the sole responsibility of team members, and IEI will not arbitrate any such disputes.
COMPETITION PROCESS AND KEY DATES

Informational Webinar
September 24, 2014, 10am–11am
Learn more about the competition by joining this informational webinar. To register for the webinar, visit www.emergingissues.org.

Application Deadline
December 1, 2014, 11:59pm
Email your completed application in a single, comprehensive PDF to emergingissues@ncsu.edu.

Selection Process
December 2014 and early January 2015
An IEI Prize Review Committee will review all applications to select a pool of semifinalists. An expert group of judges will then review all semifinalist applications and select the $50,000 Grand Prize winner, the $25,000 First Runner-Up winner, plus a group of other finalists who will compete in the Fan Favorite Competition. IEI staff will select the IEI Emerging Idea $5,000 award winner.

Grand Prize and First Runner-Up Finalists Announced
January 23, 2015
The two finalists chosen for the Grand Prize and First Runner-Up award will be notified on January 23, 2015, though they will not be told which of the two awards they have won. Members of both teams must attend the 30th Emerging Issues Forum in Raleigh on Feb. 9–10, 2015, where the winning team for each of the two top prizes will be announced.

Fan Favorite Competition
January 26–30th, 2015
On January 23, 2015, IEI will notify a group of finalists that they have been chosen to participate in the Fan Favorite Competition. IEI will post project abstracts and links to their application videos on IEI’s website. From January 26-30, 2015, the general public will vote for up to two Fan Favorites. Winners of the Fan Favorite Competition will be announced at the Emerging Issues Forum on Feb. 9–10, 2015, in Raleigh. Fan Favorite team members are not required to be present.

IEI Emerging Issues, Forum, Raleigh, NC
February 9–10, 2015
The Grand Prize and First Runner-Up winners will be announced and publicly recognized at the Emerging Issues Forum, along with the winners of the Fan Favorite and IEI’s Emerging Idea prizes. IEI will live-stream these announcements on emergingissues.org.

Implementation
Winning teams may begin to implement their proposals as soon as prize monies are disbursed. Quarterly status reports will be required. Each team’s progress will be reported at the 2016 Emerging Issues Forum.
IF YOU WIN
IEI will provide formal notification to all prize winners by letter sent to the Team Captain and Principal Investigator. The letter will describe the approved budget and reporting requirements.

A separate award letter and contract, including reporting requirements, will be sent for signature to the Administrative Contact. The first half of prize funding will be disbursed to the institution for team use after this form is signed and returned.

As noted in the Budget Commentary and Budget section, Each winning team must select an IEI-approved Professional Advisor(s) (who may not be the PI) to serve as mentor(s) during proposal implementation. A minimum 10% of the cash award is to be allocated for this purpose.

Winners of the Fan Favorite and IEI’s Emerging Idea awards will be required to develop an IEI-approved plan for adapting their original proposals to these award levels.

Any failure to comply with reporting requirements may result in delay or cancellation of award disbursement.

CHECKLIST
For your proposal to be considered complete, you must include:

☐ Roster of Team Members
☐ Roster of Principal Investigator and of Administrative Contact
☐ Project Abstract (Including Project Video URL)
☐ Proposal Narrative
☐ Budget and budget commentary
☐ Resume or CV of each team member, plus Statement of Participation from Principal Investigator and Administrative Contact
☐ Project Video (Include URL in Project Abstract and in section VIII. of application)

Note: The first 6 components MUST BE CONSOLIDATED AND SUBMITTED AS A SINGLE COMPREHENSIVE PDF FILE.

IEI AUTHORITY
All decisions by IEI and its judges are final. IEI specifically reserves the right to amend or change competitions rules at any time for any reason. IEI will communicate any such changes to all entrants as quickly and efficiently as possible. IEI reserves the right to disqualify entries that in its judgment violate the letter or spirit of the competition guidelines. IEI, its judges, and N.C. State expressly disclaim any responsibility to ensure the confidentiality of any information submitted as part of this competition.
QUESTIONS?

Have questions about the SECU Emerging Issues Prize for Innovation? Email Daniel Brookshire, IEI Emerging Leaders Fellow, at dgbrook3@ncsu.edu.