

#LinkingtheUnlinked

Innovation Challenge Fund 2020/21

What applications, technologies, websites, platforms, systems or models can be created to link the unlinked communities of India to the **potential of Internet** for their better future?

Challenge Start 15th September 2020

3 phase approach: Ideation | Design | Deliver

Let us nurture your creativity before the challenge begins

THINGS TO DO BEFORE THE CHALLENGE STARTS

- ✓ Read this document
- ✓ Read the article on HBR under the title, *For any product to be successful, Empathy is key* <https://hbr.org/2014/11/for-any-product-to-be-successful-empathy-is-key>
- ✓ Attend the *innovate4india webinar*
- ✓ Form your *project team*
- ✓ Join the *telegram conversations on LinkingTheUnlinked*
https://t.me/joinchat/PTQo9ByWT3wbzY_GaKd_ag

ELIGIBILITY

2nd and 3rd year students of EC, IT and Computer Engineering at SCET

FUNDING

3 – 4 winners of Design Phase will be offered a grant as per the SSIP guidelines.

Ideation Phase

Starts 15th Sept, 2020 | Submission Date 07th Oct, 2020

Discover about your impact group and dream a better future for them

QUESTIONS TO CONSIDER IN THIS PHASE

- ✓ What is your impact group?
- ✓ What is the problem you want to address?
- ✓ How is your impact group currently solving this problem?
- ✓ How do you want to solve this problem for them?
- ✓ What will change through your solution for the impact group?
- ✓ Are their other solutions existing in India solving the same problem?
- ✓ If yes, how will your solution be better?
- ✓ How does your roadmap for the coming months look like?

THINGS TO DO

- ✓ Give a name and logo to your solution
- ✓ Get to know impact group through rigorous personal interviews
- ✓ Test your assumptions by asking questions on LinkingTheUnlinked telegram group

SUBMISSION FORMAT

3-page PDF document with font size 11 (more than 3 pages will be rejected)

SHORTLISTING CRITERIA

Scale | Impact | Clarity | Usability

Scale means how large a problem you are addressing; is a larger population going to benefit from your innovation

Impact means how large is the benefit for your impact group

Clarity means how clear are you in your thought process and understanding of the problem and the impact group

Usability means how likely is your impact group to use your solution

KEY DATES

Submission date by 11.30 PM IST on 07th October 2020

Results will be announced on 14th October 2020

Shortlisted candidates will proceed for the Design Phase

Design Phase

Starts 15th Oct, 2020 | Submission Date 30th Nov, 2020

Let's design how your solution would look like!

QUESTIONS TO CONSIDER

- ✓ How will your solution look like – features, interface, ease of use, simplicity, multiple interfaces for more than one type of users, flow?
- ✓ How will your solution reach or penetrate its impact group?
- ✓ Why will your impact group adopt your solution?
- ✓ What is needed to make the adoption successful?
- ✓ What collaborations can help you speed up your market reach?
- ✓ Can your solution lead to building a social enterprise? And/or can your solution be an offering for government agency or NGO?
- ✓ If social enterprise, how does your business model look like?

SUBMISSION FORMAT

Submit presentation (ppt format converted to pdf) for pre-read by **11.30 PM IST on 30th Nov 2020**

ASSESSMENT CRITERIA

Design | Scale | Impact | Clarity | Usability

Design means how simple yet complete is your solution to use for the users

Scale means how large a problem you are addressing; is a larger population going to benefit from your innovation

Impact means how large is the benefit for your impact group

Clarity means how clear are you in your thought process and understanding of the problem and the impact group

Usability means how likely is your impact group to use your solution

KEY DATES

Submission date by 11.30 PM IST on 30th Nov 2020

30 minutes presentation on **02nd and 03rd December**

Winners will be announced on 4th December

Tools and Resources

#LinkingtheUnlinked Telegram Group: <https://t.me/joinchat/Pi0aZxyWT3wh-nsEhuUJGw>

Jugnoo, Success Story: <https://jungleworks.com/jugnoo-indias-leading-auto-rickshaw-aggregator-client-success-story/>

Applications for farmers: <https://yourstory.com/mystory/e374fa4df7-top-5-best-android-app>

Methodology for your project https://m.youtube.com/watch?v=_r0VX-aU_T8

Empathy <https://www.designkit.org/mindsets/4>

Design kit – offers tools and resources for all phases <https://www.designkit.org/methods>