



GREATER
PHILADELPHIA

WELL CITY CHALLENGE APPLICATION

The Well City Challenge Call for Ideas application period will be open from October 26 – November 20, 2020. Visit economyleague.org/wellcity to apply. Below is a preview of application questions.

Our call for ideas process is searching for proposals for innovative solutions that can improve millennial health and mental health in the Philadelphia area from our three focus areas 1) Community and Social Connection, Food and Nutrition, Mind/Body. We are particularly interested in health-related ideas that:

- are rooted in community
- prioritize diversity and inclusion
- embrace creative approaches to collaboration and partnership;
- can be piloted at a small scale;
- have the potential to be replicated or scaled, and;
- are not overly duplicative of services or programs already in place in the Philadelphia area

Application Requirements

1. Submission supports physical health or mental health for the millennial population, people born between 1981-1996
2. Submission provides a health solution relating to one of the three focus areas (Food /Nutrition, Community & Social Connection, Mind/Body)
3. Applicants are at least 21 years of age
4. Team submissions are comprised of no more than four people
5. Either the individual applicant or if applying as a team - at least one applicant team member, lives or works in the Philadelphia area (comprised of Bucks, Chester, Delaware, Montgomery, and Philadelphia counties)

The Well City Challenge Call for Ideas official application is available [here](#). Below is a preview of application questions.

APPLICATION SUBMISSION FORM – preview

1. Do you or a member of your team reside or work in Southeastern PA?
2. First Name
3. Last Name
4. Email address
5. Phone number
6. Zip code

We are committed to diversity and inclusion for this challenge. Now we will ask you a few demographic questions.

7. Age
 - a. 21 – 24
 - b. 25- 30
 - c. 30- 39
 - d. 40 – 55

- e. 55+
8. Gender
- a. Woman
 - b. Man
 - c. Transgender
 - d. Non-binary, Genderqueer and or Gender Non-Conforming
 - e. I prefer not to answer
9. Do you identify as LGBTQ+?
- a. Yes
 - b. No
 - c. I prefer not to answer
10. Race
- a. Black/African American
 - b. White
 - c. Hispanic/Latinx
 - d. Asian/Pacific Islander
 - e. Native American
 - f. I prefer not to answer
11. Are you applying as an individual or in a team?
- a. Individual
 - b. Team
 - i. How many people are on your team? (Teams can be comprised of max 4 people)
 - 1. [Provide contact information and demographic data]

Tell us about your idea.

1. What are you calling your idea?
2. Pick the focus area that your idea best serves
 - a) Food/Nutrition
 - b) Community & Social Connection
 - c) Mind/Body
3. How would you describe your idea?
 - a) Physical product
 - b) Service provided to a person, community, or organization
 - c) One-time project with a clear start/end date
 - d) On-going program
4. Which of the below best describes the status of your idea?
 - a) A brand-new venture with no current affiliation
 - b) A new program/initiative at an existing organization
 - c) Expansion of an existing program/initiative at an existing organization
 - d) A new partnership between existing organizations
 - e) Other



GREATER
PHILADELPHIA

5. What business/funding model will power your idea?
 - c. For-profit
 - d. Nonprofit
 - e. Hybrid/Social enterprise
 - f. I don't know yet
6. How did you hear about the Well City Challenge?
 - a) Social media
 - b) Email
 - c) Events
 - d) Economyleague.org
 - e) Billypenn.com
 - f) Tv or radio
 - g) Word of mouth
 - h) Other

Applications will be scored based on the following questions. We are looking to get a clear sense of the problem you want to solve. Write your answers for someone who has no prior knowledge of or experience with the problem you are planning to address.

1. Tell us about your idea. (max 1,000 characters)
2. Upload a short video (max 90s) pitching your idea (optional)
3. How will your idea impact millennial health or mental health locally?
4. Are you aware of existing solutions and policies already trying to address this problem in Philadelphia?
How does your idea differ from or complement these solutions and policies?
5. How could your idea leverage partnership and collaboration to make it more powerful?
6. Briefly describe how you would use \$10,000 to pilot your idea.
7. Is there anything else you would like us to know about you or your team? (optional)

Please agree to the following commitments to officially enter the Well City Challenge.

- If my application is selected for the Well City Challenge shortlist, our team will be available for a 30-minute, video interview during the week of December 7, 2020.
- If my application is selected as a Well City Challenge finalist, our team will participate in the Well City Challenge virtual rapid incubator workshops for approximately 8-10 hours over the course of two weeks in January 2021.
- If my application is selected as a Well City Challenge finalist, our team will pitch in front of a public audience at the Well City Challenge virtual event the week of February 1, 2021.
- If my application is selected as a Well City Challenge finalist, our team will be available for interviews with Billy Penn prior to the Well City Challenge main event and we consent to public media coverage of our concept. If my application is awarded a Well City Challenge prize, our team will be available for interviews with Billy Penn following the Well City Challenge main event and we consent to public media coverage of the pilot of our concept.
- If my application is awarded a Well City Challenge prize, our team commits to spending a minimum of 16 hours a month through June 2021 on designing and implementing a pilot of our concept.