

Welcome to the Full City Challenge Application

PRESENTED BY [THE ECONOMY LEAGUE](#) AND [BILLY PENN](#)

www.economyleague.org/fullcity

THIS PDF IS FOR REFERENCE ONLY.

Applications must be submitted through the online form available at www.economyleague.org/fullcity

Accepting applications from December 3, 2018 – January 24, 2019.

Remember, we're most interested in ideas that attack the root causes of hunger and economic inequality, embrace creative approaches to collaboration and partnership, can be piloted at a small scale and have the potential to be replicated or scaled, and are not overly duplicative of services or programs already in place in the Philadelphia area.

- What's your first name?
- What are you calling your idea?
- What's your last name?
- What's your email address?
- What's your phone number?
- Where can we find you on social media?
- Is your idea affiliated with an existing organization?
 - What's the organization's name?
 - What's the organization's website?
- How many people are on your team? (max 4)
Remember, we'll be giving preference to collaborative proposals.
 - Tell us about each of your team members (name, email address, phone number, organizational affiliation)
- Which best describes your idea?
 - It is a physical product
 - It is a service provided to a person, organization, or community
 - It is a one-time project with a clear start/end date
 - It is an ongoing program
 - Other (describe)
- What business model/organizational structure will power your idea?
 - Nonprofit
 - Traditional for-profit
 - Social enterprise
 - I don't know yet

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- Which of the below best describes the status of your idea?
 - A brand-new venture with no current affiliation
 - A new program/initiative at an existing organization
 - Expansion of an existing program/initiative at an existing organization
 - A new partnership between existing organizations
 - Other (describe)

- How did you hear about the Full City Challenge?
 - Social media
 - Email newsletter
 - Economyleague.org
 - Billypenn.com
 - Word of mouth
 - Paper flyers

- Please agree to the following commitments to officially enter the Full City Challenge.
 - If my application is selected for the Full City Challenge shortlist, our team will be available for a 30-minute, in-person interview in Center City Philadelphia between 8am and 6pm on Friday, February 1, 2019.
 - If my application is selected as a Full City Challenge finalist, our team will participate in the Full City Challenge rapid incubator workshop in Center City Philadelphia on Tuesday, February 12, 2019 from 11am-5pm.
 - If my application is selected as a Full City Challenge finalist, our team will pitch in front of a public audience at the Full City Challenge main event on Tuesday, February 19, 2019 from 6-9 pm at Green Soul, 1410 Mt Vernon St.
 - If my application is selected as a Full City Challenge finalist, our team will be available for interviews with Billy Penn prior to the Full City Challenge main event and we consent to public media coverage of our concept. If my application is awarded a Full City Challenge prize, our team will be available for interviews with Billy Penn following the Full City Challenge main event and we consent to public media coverage of the pilot of our concept.
 - If my application is awarded a Full City Challenge prize, our team commits to spending a minimum of 16 hours a month through August 2019 on designing and implementing a pilot of our concept.

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

- Describe the specific problem your idea addresses.
(max 1,000 characters)
- Tell us the basics about your idea.
(max 1,000 characters)
- Upload a short video (max 90s) pitching your idea (optional).
We're not looking for slick production, just a sense of how you talk about your idea. A smartphone video is fine!
- What do you expect the impacts of your idea will be?
(max 1,000 characters)
- Who are the end users/beneficiaries of your idea?
(max 1,000 characters)
- What actions have you taken thus far to advance your idea? Have you tried it out?
(max 1,000 characters)
- What existing solutions and policies are already out there trying to address this problem in Philadelphia? How is yours different?
(max 1,000 characters)
- What do you see as your biggest barriers to success?
(max 1,000 characters)
- Describe how your team will leverage partnership and collaboration. How does collaboration make your idea more powerful?
(max 1,000 characters)
- Briefly describe how you would use \$5,000 and technical support to test or pilot your idea.
(max 1,000 characters)
- What do you hope to learn by piloting your idea?
(max 1,000 characters)
- And finally, is there anything else you think we should know about your team or your idea?
(max 1,000 characters)