APPLICATION FOR THE 2021 CASE LAUNCH PAD

INSTRUCTIONS: Please be concise and specific in your application—there will be time for elaboration in the interview round, if you are chosen as one of the top applicants. Fit all parts on 2-3 pages max. Please submit your application to case@fuqua.duke.edu by 11:59 pm on Sunday, February 28, 2021.

What to include in your application:

1. **Applicants**. Name the person or persons applying, including MBA class year.

2. **Stage**. Which of these three categories best captures where you are right now?
   a. **Investigation stage**. You do not have an idea for a venture yet, but you have a passion for a certain domain that you want to further explore and believe could evolve into a venture. This might be considered the “pre-napkin stage.”
   b. **Idea stage**. You have an idea for a venture that you have not yet begun operating, though you have done initial research, may have developed business plans, etc. In 250 words or less, describe your idea.
   c. **Operating stage**. You have a venture now that you are looking to scale. In 250 words or less, describe your venture.

3. **Domain**. In a phrase, identify the domain you’d like to target with your work. (For example: “secondary education,” “maternal health,” etc.) What sparked your interest in this area?

4. **Audience**. In 200 words or less, describe the audience who you would serve with your work or your research.

5. **Your time “in the muck.”** What experience do you currently have with the domain and audience you listed? To what extent have you spent some time “in the muck,” experiencing, learning, and living the domain or audience?

6. **What we will learn.** The Launch Pad is intended to vault you forward. CASE’s experience tells us that this takes dedicated time and focus. For people in the “pre-napkin stage”, vaulting forward might mean using the next year to do a deep dive in a certain domain—attending a conference to learn more about your issue area, spending time in the field with your audience, learning what organizations already serve them. For people with an early venture, vaulting forward might mean pilot-testing an early product/service idea. What does vaulting forward mean for you, given your goals? What do you hope to learn or accomplish over the next year (by March 2022)?

7. **Plan.** Over the next year, how will you use the resources you’ll be awarded —$10,000 + mentoring from leaders in CASE’s global network—to accomplish the goals you set out in #6? We suggest that you consider dividing your plan over four dedicated weeks over the next year. You can allocate all of the money to fund your own time, but if so, be specific about how you’ll use your time. (Be as detailed as possible given your stage, e.g., “Fly to meet with Development Directors at Oxfam, Red Cross, CARE” is more helpful than “Conduct market interviews”).

8. **Your commitment to the idea.** (For First Years) Are you planning on pursuing your learning plan or venture in lieu of, or in addition to, a summer internship? (For Second Years) Are you planning to pursue your learning plan or venture in lieu of, or in addition to, a full-time job? Please explain. (For All) What is your plan for pursuing your idea in the event that you don't win the Launch Pad award?

9. **Your commitment to us.** CASE is making a commitment to the winner and we expect the winner to make a few commitments to us. First, to using all the funds to advance your idea and being transparent about how you use them. Second, you commit to allowing us to share your story with others (i.e., by providing quotes, photos, short video interviews, etc., for our website). Third, at the end of your year, we will ask you to share your learnings in a capstone presentation to CASE staff, scholars and fellows. Please acknowledge this in your application.

10. **Interview timing.** If you are a finalist, 30-45 min interviews will be arranged at a mutually convenient time on Wednesday, March 17, 2021.