2021-2022 Fred Morgan Kirby Prize for Scaling Social Impact Application Questions

F. M. Kirby Impact Prize Eligibility Questions:
1. Are you an impact-driven enterprise?

2. Does the enterprise have an anti-discrimination or inclusivity policy that prohibits discrimination based on marginalized identities?

3. Does the enterprise have a minimum operating budget of at least $250,000 (USD (United States Dollars))?

4. If selected, do you agree to:
   a. Not redistribute Prize funds to other organizations or individuals.
   b. Participate in the F. M. Kirby Impact Prize program evaluation
   c. Allow CASE and Fuqua School of Business to use the enterprise’s name, logo, and story in media and marketing efforts.

Enterprise Demographic Questions:
1. Primary Contact for Prize communications
2. Email address for primary contact
3. Role of primary contact in enterprise
4. Name(s) (co) Founder/CEO
5. Names and roles of senior leadership team
6. Percent of senior leadership team members that are:
   a. Women
   b. People from marginalized identities
7. Overall staff size (FTE (Full Time Equivalent))
8. Percent of non-senior leadership team members that are women or people from marginalized identities.
9. Location of enterprise headquarters
10. What is the current scale of your operation?
11. What geographic region(s) are you serving?
12. What specific country or countries are you currently serving (list below)
13. If you are operating in the United States, please list the states in which you currently operate.
14. What is your annual operating budget for the most recent fiscal year?
15. How many years has the enterprise been in operation?
16. If you are applying to scale a specific program or product within your enterprise, how many years has that specific program/product been in operation?
17. What is your governance structure?
18. Is the enterprise incorporated or certified as a mission-driven enterprise?
19. Does this solution address one of the United Nations 17 Sustainable Development Goals?

Phase 1: Enterprise Overview Deck

1. Provide a brief summary of your enterprise.
   a. Tell us briefly who your organization is and what you do – some call this your “elevator pitch” or the quick overview of your organization, what you do and the value you provide.

2. Describe the problem you are trying to solve.
   a. What is the problem you are addressing and why? What are the root causes of this problem?

3. Describe the target market you aim to serve.
   a. Describe the audience that you are hoping to reach? How many beneficiaries/customers are you currently serving and how large in the potential audience size? Are there competitors?

4. Describe your solution
   a. Some organizations may find it useful to use a theory of change to describe how your activities lead to the impact you aim to achieve. A theory of change includes:

   Theory of Change: your theory of how your activities lead to the impacts you aim to achieve.
   Inputs: money, equipment, people, or other things needed for the enterprise to do its work
   Activities: the things you do to produce social or financial value
   Outputs: quantifiable results of your activities (e.g., business growth indicators, etc.)
   Outcomes: larger changes the enterprise seeks to make- expressed as an increase or decrease
   Impact: change that is statistically attributable to the solution

5. Summarize your business model.
   a. How is your solution currently funded and what are your plans for future funding?

6. Summarize the evidence that shows your solution is working.
   a. What evidence do you have that shows your solution is effective (is having impact) and is demanded by your target audience?

7. Describe your scaling plan.

8. How will the F. M. Kirby Impact Prize be transformative for your scaling journey?

Phase 2: Application Questions

1. Briefly describe your organization and what you do? (250 words max)
2. Briefly describe the problem you are trying to solve and why it matters? (250 words max)

3. Briefly describe your scaling goals and plans over the next 3-5 years? (250 words max)
   a. What impact do you hope to achieve in the next 3-5 years and how will you go about doing it?

4. What scaling strategies will you use to achieve your goal? (max 2)

5. What are the biggest barriers or risks to achieving your scaling goals?

6. Describe the process for evaluating your current impact.

7. What are your top 3 impact-related key performance indicators (KPIs)?

8. What have been the results of these impact-related metrics each year for the past 3 years?
   a. Please clearly list “KPI: Metric (Year)”, e.g., Low-income women trained: 300 (2018); 350 (2019); 400 (2020)

9. What was your total funding for the past year?

10. What percent came from the following sources?
    a. Earned Revenue
    b. Foundation Grants
    c. Individual Donations
    d. Government
    e. Corporate
    f. Investment Capital
    g. Loans
    h. Other, please describe

11. How much money do you believe is needed to fund your scaling plan over the next 3-5 years in US dollars?

12. What do you anticipate will be your primary sources of funding for the next 3-5 years? Please explain.

13. How much cash do you currently have in reserve and what is your current monthly burn rate?
    a. Cash on Reserve
    b. Monthly Burn Rate

14. Please explain how much it costs to deliver your solution to one beneficiary.

15. Is there a plan for those costs to decrease as the enterprise scales its impact?