WELCOME GUIDE

Melbourne Business School
200 Leicester Street
Carlton Victoria 3053
Australia

Kwong Lee Dow Building
LT 230
234 Queensberry Street,
Parkville

12th-13th April, 2019

HULT PRIZE
CELEBRATING A DECADE OF IMPACT

Melbourne | Australia
March - April 2019
HELLO MELBOURNE!

ARE YOU READY TO CHANGE THE WORLD?

March 1-2\textsuperscript{nd}
Mexico City

March 8-9\textsuperscript{th}
Toronto
Dubai

March 15-16\textsuperscript{th}
Boston
San Francisco
London
Abuja

March 22-23\textsuperscript{rd}
Shanghai
Accra
Santo Domingo
Ramallah

March 29-30\textsuperscript{th}
Kuala Lumpur

April 5-6\textsuperscript{th}
Manila
Madrid

April 4-5-6\textsuperscript{th}
Ho Chi Minh City

April 12-13\textsuperscript{th}
Melbourne
Mumbai
Cairo
Oslo

April 19-20\textsuperscript{th}
Nairobi
Tunis

April 26-27\textsuperscript{th}
Amman
Paris
Bogota
Quito

April 27-28\textsuperscript{th}
Tokyo
The Hult Prize is going on 10 years now, and there was never a better time to join this movement than today. I love this program, and I love the solutions it generates every year. Since it began, the Hult Prize has had participants from more than 1,500 universities and 121 countries, and in this year alone there were 200,000 students working in teams to come up with projects that make a difference; that’s a pretty impressive record. This is the world’s largest student movement for impact.

I love the Hult Prize because it deals with what I think is the most important, and generally overlooked, question that we have to face in our complicated interdependent worlds, where so many good things and so many troubling things are happening at once - which is ‘how’. Anybody can talk about problems, and Governments, Foundations, and wealthy people can give money towards them – but people still have to figure out HOW to turn their good intentions into positive changes that move other peoples’ lives and empower them. That’s what the Hult Prize student teams seek to achieve every year and I’m grateful to all those who have, and will, participate.

The 2019 Hult Prize Challenge is asking participants to focus on job creation, to counter the unbelievably high unemployment rates in so many countries around the world. Some of the poorest places on Earth have a disparity that is breathtaking. It is really important to let people out of poverty, and poverty is more bearable if at least you think you can work your way out of it. The worse thing that can happen to anybody is to have to get up every morning and start the day believing that everyone of your tomorrows will be just like yesterday.

Dear Students

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Young people feel stuck. It is this feeling of being stuck that makes them vulnerable to resentment, and then to divisive political rhetoric and conspiracy theories like the ones we are witnessing today around the world. If you feel economically stuck and socially displaced and there is no lifeline and no option, then you begin to consider alternatives that your better angels would never entertain.

I therefore believe that this challenge, to develop an idea that provides meaningful work for 10,000 young people within the next decade, is particularly important in the current global environment. It’s also important because for the first time, the Hult Prize Foundation is asking the broader community of those who support it, including people who have participated before, to join in and compound the impact by collectively creating work for a million young people around the world on every continent over the next decade - it is a worthy challenge.

Wishing you all great success,

William J. Clinton,
42nd President of the United Stated of America and Founding Chairman, Clinton Foundation
Dear Attendees

On behalf of all of us here at the Hult Prize Foundation, congratulations! Making it this far is a BIG deal and an accomplishment that will last a lifetime. However, please remember, that your work is just getting started. Every year hundreds of thousands of young people from colleges and universities around the world come together around the Hult Prize to think big, be bold and work towards solving some of humanity’s biggest challenges. We join hands in the hope of creating a better world for all, through the sharing of new ideas and the inspiration, community and connections that come with it.

We have spent a decade inspiring and leading young people to think differently about how business can transform lives and be used as a force for good. Our global programs are each designed to change the trajectory of students at their most critical inflection points, converting ordinary degree seekers into game-changing impact entrepreneurs.

Since being founded, the Hult Prize movement has mobilized over one million students to re-think our future, and empowered them to be the change they want to see in the world. We are humbled that our flagship challenge has grown to become a benchmark program for social entrepreneurship and that our learning initiatives continue to breed disruptive innovation on nearly 2,000 college and university campuses across 100 plus countries.

This year is a special year for us here at the Hult Prize, and for me personally, as we celebrate a decade of impact and our 10 Year Anniversary. If I have learned anything over my tenure it is truly that, “anything is possible” IF you believe that struggling together is better than prospering alone.

For us, by us.

Remember to have fun, be bold and always be kind. If you get a chance, please take some time to thank our community judges, mentors, experts, advisors, university officials, your parents and everyone else who has given their time to nurture and support a generation of young people that are poised to lead a generation to change the world.

Thank you for joining us.

Ahmad Ashkar,
Founder and CEO | Hult Prize Foundation

“Anything is possible IF you believe that struggling together is better than prospering alone.”
5 Practical Details

Melbourne Business School
200 Leicester Street
Carlton Victoria 3053
Australia

Kwong Lee Dow Building
LT 230
234 Queensberry Street,
Parkville

Jigna Desai
jigna.desai@hultprize.org
+61 423621759

Priya Sultan
priya.sultan@hultprize.org
+31 6 41810440
Code of conduct

• Dress code is business.
• You always need to be on time – there is no time buffer in the schedule.
• Be assembled and ready to present 10 minutes prior to your slot; late arrival can lead to exclusion from parts or all of the event.
• Even under the stress of competition, please remember to be respectful and courteous to all participants, volunteers, judges and members of the Hult Prize Committee.
• Keep your mobile phone on silent during the whole day (any mid-presentation disturbances may be penalized).
• The Hult Prize Committee will not answer any case-related questions during preparation.
• Bring your own Windows-compatible laptop (presentations must be submitted in PowerPoint format). The host city computers are only guaranteed to run PPT files.
• Please remember that you may need an adaptor for your laptop since host city outlets/plugs may differ from those at home.
• All presentations must be sent to a specified e-mail address when the preparation time is over.
• For ease during the competition, the presentations also need to be submitted via USB stick; no further edits or changes are permitted after submission.
• We advise all teams to have a USB stick on hand to share your final presentation.
• Teams will have 10 minutes to present their solution, broken down into 6 minutes pitch and 4 minutes Question & Answer with judges; be sure to prepare your presentation accordingly.
• Teams will participate in a peer panel with the judges; remember to be respectful and thoughtful in discussions.
• Judges may engage your team in a call-back session for further clarity on your proposal. This is not an indication of advancement to the evening round.
• Assign a timekeeper; the moderator will cut off any presentations longer than 6 minutes.
• Any breach of above may lead to dismissal from the competition.

2019 Regional Summits

March - April 2019

Melbourne | Australia
Traveling to Regional City & Transportation

Melbourne’s main airport at Tullamarine is located 23kms from the CBD with the journey taking from 20 to 35 minutes depending on traffic. On arrival, you will find many transportation options and information access points in the terminals. All terminals are close or adjoining each other and you will not need to get a bus to go to other terminals.

**Taxis:**

**Taxi ranks are conveniently located** across each of the terminals. Melbourne CBD is approximately a 30 minute ride away and will cost about $56-$62 one way.

**Skybus - city express**

**SkyBus runs** express bus services every 10 minutes between Melbourne Airport and Melbourne CBD, operating all day, every day at a flat rate of $19 one-way. They have service desks conveniently located at each terminal and provide a free City Hotel Shuttle. Skybus also provide direct services to St Kilda, Southbank, Docklands, Frankston and Peninsula.

**Airport shuttle buses**

Melbourne Airport is serviced by numerous shuttle services. Their pick-up and drop-off location is dependent on the service they offer.

**Public buses**

Public Transport Victoria (PTV) operates 5 timetabled services from the T4 Ground Transport Hub.
City Apps

CityMapper
Citymapper can help you check nearby departures in real-time, find the fastest route combining bus, subway, train, ferry, taxi, car share, bike share and walk.

PTV
The Public Transport Victoria app is a guide for Victorian public transport journey planning.

Uber
Uber is an on-demand taxi application. Use Uber Pool to save even more.

tramTRACKER
Hostel
1. Melbourne Central YHA
2. Melbourne Metro YHA
3. Nomads Melbourne

3-Star hotels
1. Hotel Ibis Melbourne Swanston Street
2. Mercure Melbourne Therry Street
3. Jasper Hotel

4-Star Hotels
1. Rydges on Swanston
2. The Best Western plus Travel Inn Hotel
3. Quest Carlton on Finlay
4. Carlton Terrace Boutique Stay
5. Mantra on the Park

5-Star Hotels
1. Novotel Melbourne Central
2. Park Hyatt Melbourne
3. Sheraton Melbourne Hotel
4. Melbourne Marriott Hotel

Others
1. airbnb.com
2. hostelworld.com
Fun Facts Melbourne

- Melbourne has the highest number of cafes and restaurants per number of people than any other city in the world.

- On average, Melbourne imports 30 tonnes of coffee beans each day, enough to make 3 million cups daily.

- Melbourne is one of the most multicultural cities in the world. 58% of the population has at least one parent born overseas.

- For at least 40,000 years before the arrival of the British, the area around Port Phillip Bay was the home of the Wurundjeri, Boonwurrung and Wathaurong clans known as the Kulin people.

- Melbourne’s tramway system is the largest outside Europe and the fourth largest in the world.

- The Great Hall of the National Gallery of Victoria (NGV) is home to the world’s largest stained glass ceiling.

- The weather of Melbourne is one of a kind – it’s common to experience all the four seasons in one day (so pack accordingly!).
**Itinerary**

**Friday**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:30-5:00PM</td>
<td>Check-in and Registration</td>
<td>Melbourne Business School</td>
</tr>
<tr>
<td>5:00-6:30PM</td>
<td>Hult Prize Training Session</td>
<td></td>
</tr>
<tr>
<td>6:30-8:30PM</td>
<td>Networking &amp; Dinner</td>
<td></td>
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</tbody>
</table>

**Saturday**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00AM</td>
<td>USB Submission Deadline for Presentations</td>
<td></td>
</tr>
<tr>
<td>8:30-10:00AM</td>
<td>Registration &amp; Breakfast</td>
<td></td>
</tr>
<tr>
<td>10:00-11:20AM</td>
<td>Preliminary Round: Morning Presentations</td>
<td>Melbourne Business School</td>
</tr>
<tr>
<td>11:20-11:50AM</td>
<td>Peer Feedback Session</td>
<td></td>
</tr>
<tr>
<td>11:50-12:20PM</td>
<td>Judges’ Deliberation and Callback Session</td>
<td></td>
</tr>
<tr>
<td>12:20-1:30PM</td>
<td>Lunch</td>
<td></td>
</tr>
<tr>
<td>1:30-2:50PM</td>
<td>Preliminary Round: Afternoon Presentations</td>
<td></td>
</tr>
<tr>
<td>2:50-3:20PM</td>
<td>Peer Feedback Session</td>
<td></td>
</tr>
<tr>
<td>3:20-3:50PM</td>
<td>Judges’ Deliberation and Callback Session</td>
<td></td>
</tr>
</tbody>
</table>

**3:50PM-5:00PM / 5:00-5:15PM Break and Transfer to Evening Venue**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:30-6:00PM</td>
<td>Opening Ceremony</td>
<td>Kwong Lee Dow Building</td>
</tr>
<tr>
<td>6:00-7:00PM</td>
<td>Regional Final Presentations</td>
<td></td>
</tr>
</tbody>
</table>

**7:00-7:15PM Transfer to Award Ceremony & Evening Reception Venue**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30-8:00PM</td>
<td>Judges’ Deliberation</td>
<td>Melbourne Business School</td>
</tr>
<tr>
<td>8:00-10:00PM</td>
<td>Award Ceremony &amp; Evening Reception</td>
<td>Prince Alfred Rooftop &amp; Bar</td>
</tr>
<tr>
<td>10:00-12:00AM</td>
<td>After Party</td>
<td></td>
</tr>
</tbody>
</table>

2019 Regional Summits
Leading a Generation
To Change The World

YEAR | UN’S SDGS | HULT PRIZE CHALLENGE | ENTREPRENEUR WINNER
--- | --- | --- | ---
2010 | 4 | 10 | 8 | 9 | 6 | 5 | 3 | 2 | 1 | EDUCATION
2011 | 3 | 6 | 2 | 5 | 4 | 7 | 8 | CLEAN WATER
2012 | 1 | 2 | 3 | 5 | 6 | 7 | 8 | ENERGY POVERTY
2013 | 6 | 3 | 2 | 5 | 4 | 7 | 8 | GLOBAL FOOD CRISIS
2014 | 3 | 6 | 2 | 5 | 4 | 7 | 8 | HEALTHCARE
2015 | 3 | 6 | 2 | 5 | 4 | 7 | 8 | EARLY CHILDHOOD EDUCATION
2016 | 3 | 6 | 2 | 5 | 4 | 7 | 8 | DOUBLING INCOME
2017 | 3 | 6 | 2 | 5 | 4 | 7 | 8 | REFUGEE CRISIS
2018 | 3 | 6 | 2 | 5 | 4 | 7 | 8 | HARNESSING THE POWER OF ENERGY
2019 | 3 | 6 | 2 | 5 | 4 | 7 | 8 | YOUTH UNEMPLOYMENT
<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td>+1,600,000</td>
<td>Empowered to solve the most critical social problems</td>
</tr>
<tr>
<td>Startup Business Ideas Generated</td>
<td>200,000</td>
<td>Throughout the annual Hult Prize challenges</td>
</tr>
<tr>
<td>Judges and Mentors</td>
<td>30,000</td>
<td>Improving thousands of ideas</td>
</tr>
<tr>
<td>Man Hours</td>
<td>50,000,000</td>
<td>Per year invested in pitching, judging and developing entrepreneurs</td>
</tr>
<tr>
<td>Countries</td>
<td>+120</td>
<td>Participating in the global competition program</td>
</tr>
<tr>
<td>Volunteers</td>
<td>+20,000</td>
<td>Per year helping to Lead a Generation to Change The World</td>
</tr>
<tr>
<td>Annual Applications</td>
<td>100,000</td>
<td>Representing more than 45% increase year-on-year</td>
</tr>
<tr>
<td>Invested in the Impact Sector</td>
<td>+$50,000,000</td>
<td></td>
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</tbody>
</table>
Hult Prize On Campus Program gives you an opportunity to host a local Hult Prize event in your university, allowing the winning team to bypass the traditional application process and fast track their idea through one of 25+ regional final rounds of competition. The program allows more students to compete around the world, leading to more ideas and ultimately more start-ups, each poised for radical impact.
Winning teams from each of our 25+ Regional summit finals from across the world, are having the chance to join the Hult Prize Accelerator Program at the Hult Castle, in the U.K. A global ecosystem of business leaders, mentors, investors, and corporate partners help forge a path for our students to become entrepreneurs and support their development for life. Our network opens doors to capital, mentorship, marketing, business development, customer acquisition, and talent recruitment.
Each year, the Hult Prize team issues a big bold challenge aligned with a large market opportunity inspiring students from over 120 countries to solve its greatest problem. 100,000 begin the journey, the top 50 get incubated in our castle in the U.K. and the top 6 teams pitch for USD$1 Million in startup funding at the United Nations Headquarters in New York.
Leading a Generation To Change The World

Join Our Worldwide Community!

facebook: Hult Prize Foundation
twitter: @HultPrize
instagram: @Hult_Prize