Media Kit
Leading A Generation To Change The World

The Hult Prize transforms how young people envision their own possibilities as leaders of change in the world around them. With a US$1,000,000 global startup prize as its anchor activity, the Hult Prize has brought impact-focused programs and events to over a million students globally, creating a pathway for youth everywhere to take action to build a better world.

The Hult Prize Award, designed in 2013 by Yves Behar
“If you can create a real business, the beginning of a prototype, you can change the world.”

Muhammad Yunus
2006 Nobel Peace Prize Winner
Welcome

Dear Friends,

On behalf of our partners and hosts, the United Nations Office of Partnerships, EF Education First and the Hult International Business School, thank you for your support of the 10th Annual Hult Prize Finals and Awards Ceremony.

We have spent more than a decade inspiring young people to think differently about how business can transform lives and be used as a force for good. Our more than 1500 on-campus, regional and global programs are each designed to change the trajectory of students at their most critical inflection points, converting ordinary students into game-changing impact entrepreneurs.

Since being founded, the Hult Prize movement has mobilized millions of young people to rethink the future of business as we continue to breed disruptive innovation on college and university campuses across 100 plus countries. We are humbled that our flagship challenge has grown to become a benchmark program for social entrepreneurship and the impact economy. We are gathering on September 14th, 2019 to select and recognize the winner of our flagship global program and to celebrate a generation who is committed to solving today’s SDGs through reimagining tomorrow’s enterprise.

The six startups participating this year’s finals represent the more than 250,000 participants who began this year’s challenge last fall. In less than twelve calendar months, they have transformed basic business ideas into revenue generating enterprises built for impact. They have themselves been transformed. From students trapped in a world of challenges to business, community and peer leaders, redefining trajectories for youth around the world. These finalists will present live in New York at the United Nations have been supported by a tribe committed to their success, and now we are especially excited to add you and your network to that tribe.

We hope you will be as inspired as we are by the people and ideas you are about to learn about and motivated to take any action you can to help us in our mission to lead a generation to change the world. Thank you for joining us.

Ahmad Ashkar
CEO & Founder
Hult Prize Foundation
Creating A Pathway For Youth To Have Impact

The Hult Prize Foundation continues to transform lives as well as communities. As home to the leading program for action-based, immersion driven student entrepreneurship, it inspires and mobilizes students from more than 100 countries to apply their business thinking skills to solve the world’s most pressing issues. Through on-campus, regional and global level programming, the Hult Prize aims to launch the next generation of entrepreneurs who are impact centered, profit minded and market driven.

The power of a good idea
In 2009 Hult International Business School MBA student Ahmad Ashkar founded a company to give his then peers around the world a platform to have sustainable, profitable impact. He later convinced Hult’s President, Dr. Stephen Hodges to begin hosting startup events on each of Hult’s five global campuses around the world with a focus on the creation of a new kind of business which was dubbed, “the impact enterprise.” One year, and one meeting with Bertil Hult later, the Hult Prize Foundation was born. Today, the Hult Prize is one of the world’s most acclaimed entrepreneurship programs operating on more than 1500 university campuses in 121 countries and has become a benchmark startup challenge for social entrepreneurship.

The ultimate in experiential learning
The Hult Prize emphasizes a practical approach to learning and soft skills training. As a global leader in skills development on university campuses around the world, the Hult Prize backfills the education that many universities leave behind. Within the various programs offered, students learn to build teams, brainstorm ideas, start a business, and pitch to impressive audiences, all while being immersed in the impact economy. Those who don’t compete, organize. General audiences are also invited to participate in one of the thousands of events hosted around the world. A student work force of more than 25,000 volunteers facilitate trainings, recruit experts such as judges and mentors and evangelize the very concept of the for-good, for-profit enterprise. When it comes to entrepreneurship, there is no substitute for real experience.

“The Hult Prize in so many ways represents the way the world has to function in the 21st Century”

President Bill Clinton
42nd President of the United States of America
Ahmad Ashkar
CEO & Founder of Hult Prize Foundation

Fast Company's Most Innovative Companies in the World: Hult Prize Foundation

2018 Hult Prize Judges
Ibrahim AlHusseini, Founder | Humanitarian | FullCycle Energy Fund
Venus Brown, Founder | CEO | Buddah Brown Entertainment
Jeetu Patel, Chief Product Officer | Box Platform
Kathleen Rogers, President of Earth Day
Taylor Scobie, Founder | CEO | IMPCT Coffee
Elizabeth Thompson, Former UN Assistant Secretary General | Sustainable Energy for All Bill Townsend, Chairman | Chief Strategy Officer | Co-Founder | Bluesource Companies Hans Vestberg, CEO | Verizon
Kandhe Yumkella, Former UN Under-Secretary-General | Special Representative of the Secretary-General and CEO
Paul Polman, Global CEO at Unilever
Arianna Huffington, CEO and Founder of Thrive Global | Founder of Huffington Post

“The Nobel Prize for students”
—Bloomberg & Huffington Post

Ahmad Ashkar
CEO of the Year
2017, Arabian Business

TOP 100 Most Powerful Arabs
2019, Gulf Business

Entrepreneur of the Year
2018, GQ Brazil Magazine
<table>
<thead>
<tr>
<th>YEAR</th>
<th>UN SDGs</th>
<th>Hult Prize Challenge</th>
<th>Winner</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td><img src="image1.png" alt="Image" /></td>
<td>Youth Unemployment</td>
<td><img src="image2.png" alt="Image" /></td>
</tr>
<tr>
<td>2018</td>
<td><img src="image3.png" alt="Image" /></td>
<td>Harnessing the power of energy</td>
<td><img src="image4.png" alt="Image" /></td>
</tr>
<tr>
<td>2017</td>
<td><img src="image5.png" alt="Image" /></td>
<td>Refugee Crisis</td>
<td><img src="image6.png" alt="Image" /></td>
</tr>
<tr>
<td>2016</td>
<td><img src="image7.png" alt="Image" /></td>
<td>Doubling Income</td>
<td><img src="image8.png" alt="Image" /></td>
</tr>
<tr>
<td>2015</td>
<td><img src="image9.png" alt="Image" /></td>
<td>Early Childhood Education</td>
<td><img src="image10.png" alt="Image" /></td>
</tr>
<tr>
<td>2014</td>
<td><img src="image11.png" alt="Image" /></td>
<td>Healthcare</td>
<td><img src="image12.png" alt="Image" /></td>
</tr>
<tr>
<td>2013</td>
<td><img src="image13.png" alt="Image" /></td>
<td>Global Food Crisis</td>
<td><img src="image14.png" alt="Image" /></td>
</tr>
<tr>
<td>2012</td>
<td><img src="image15.png" alt="Image" /></td>
<td>Energy Poverty</td>
<td><img src="image16.png" alt="Image" /></td>
</tr>
<tr>
<td>2011</td>
<td><img src="image17.png" alt="Image" /></td>
<td>Clean Water</td>
<td><img src="image18.png" alt="Image" /></td>
</tr>
<tr>
<td>2010</td>
<td><img src="image19.png" alt="Image" /></td>
<td>Education</td>
<td><img src="image20.png" alt="Image" /></td>
</tr>
</tbody>
</table>

**2018 Rise INC**

**2017 Roshni Rides**

**Featured Previous Winners**
2016
BuuPass

2015
IMPCT

2014
NanoHealth

2013
Aspire Food Group

SDG Impact. SDG Aligned
Can you build the foundations of a venture that will provide meaningful work for 10,000 youth within the next decade?

ProTeen

ProTeen is an organic waste-to-protein business that repurposes idle warehouses and distributes kits to young farmers. Today, farmers in Africa struggle to afford quality protein to feed their livestock, forcing them to give up livestock farming altogether. ProTeen offers farmers a cheaper and higher quality protein by using the black soldier fly to process unused waste into a sustainable fertilizer and animal feed. We make farming more profitable throughout Africa. At ProTeen, we clean cities, feed millions and employ the future.

Linkedin: /weareproteen
Facebook: /Proteen
Instagram: @pro__teen
Website: weareproteen.com/

Safewheel

Safewheel provides affordable emergency medical service to rural people. In rural Bangladesh, a market size of 105 million people, there are only 1200 ambulances. That is 1 ambulance for 88,000 people! We are the first emergency medical service provider for rural people in Bangladesh. We designed a mini tricycle ambulance by modifying local auto rickshaws, which has average speed of 70 kilometers and a response time of 20 minutes. We have one trained medical assistant in every ambulance to tackle any casualties while we transport. We envision to reach every rural doorstep with affordable healthcare.

Linkedin: /safewheel
Facebook: /safewheellimited
Instagram: @safewheellimited
Website: safewheel.xyz
Rutopia
Tec de Monterrey

Rutopia is transforming indigenous youth into successful tourism entrepreneurs. It is a network of communities that enables travelers to get to the hidden paradises of México. It is an experience design methodology that gets indigenous communities ready to receive international travelers. And, it is a platform that exponentially increases their sales by exposing the experiences on the biggest OTAs like Airbnb.

We support indigenous community tourism projects to create and sell experiences online while generating a positive impact in the community. We do this by working with indigenous youth to integrate the services they can offer into an end-to-end, high-quality ecotouristic experience. We then ensure that these experiences are SAFE and effectively communicated.

Linkedin: /rutopia
Facebook: /RutopiaORG
Instagram: @rutopia
Website: https://rutopia.com

Tunart
University Francisco Marroquin

Tunart empowers disconnected youth to become sustainable tuna fishermen across Latina America and Africa to become the closest and freshest provider of fresh tuna to America, Middle East, Europe and Africa.

Will employ thousands of young fishermen on the tuna industry for the first time. Our decentralized approach is eco friendly, leading to a healthy balance in local tuna populations and limited environmental impact, while disrupting the broken tuna fishing industry and commerce dynamics.

Instagram: @tunart_tunart
Website: www.tunart.me

TollabCo
Birzeit University

TollabCo connects disconnected Palestinian higher education students with internships opportunities, empowering the youth to gain the required confidence, experience, and connections to finally find their path and passion.

Shockingly only 1% of our youth in the region have internship experience, driving a vicious cycle of lack of experience - lack of job - lack of experience.

Tollabco is here to break this cycle.

Linkedin: /tollabCo
Facebook: /TollabCo
Instagram: @tollabCo
Website: tollabco.com

Phonic
University of Waterloo

Phonic is a distributed market research platform. Businesses from around the world want answers at the snap of their fingers, and Phonic employs a global youth workforce to make this happen. We enable clients to understand their customers, iterate faster, and take action on accurate data, whilst allowing youth to have their voices and demands heard in boardrooms everywhere. Powered by youth, enabled by AI.

Linkedin: /phonic-research
Facebook: /phonicresearch
Instagram: @phonic_research
Website: https://phonicresearch.com
Meet The 2019 Top Startups
Pitching For US$1,000,000
Rutopia

“Creating Jobs Through Local Travel”
THE OPPORTUNITY!
Indigenous communities usually have everything they need to create amazing touristic experiences.

Even after receiving funding and training from governments & NGOs, they are not able to create successful touristic products and reach wider markets, that is why 8 of 10 indigenous tourism initiatives in Mexico fail.

On the other hand, the surging experiential travel market for natural and cultural immersion experiences is yet unsatisfied. An untapped opportunity of 45 B dollars, the experiential travel market.

OUR SOLUTION
Rutopia empowers indigenous youth in rural villages to become successful tour providers.

As we provide for travellers easy-to-book, safe and authentic experiences in natural areas hosted by locals.

How we do it:
1. Through our activation methodology we help youth in rural villages create Ruto-Hubs (tourism work groups) ready to offer high-quality experiential trips.

2. We manage the Ruto-Hub’s bookings across different online travel marketplaces using a channel management software, ensuring more bookings at a low management cost.

UNIT ECONOMICS
Rutopia charges a 20% mark-up over every trip sold.

<table>
<thead>
<tr>
<th>Indigenous communities</th>
<th>RUTOPIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>$52 USD</td>
<td>$16 USD</td>
</tr>
</tbody>
</table>

Every Ruto-Hub generates approximately $4000 USD of monthly revenue, of which $1,000 are Rutopia’s profit.

Every Ruto-Hub generates approximately 12 jobs for youth in their own hometown. Jobs such as cooks, artisans, guides, drivers & more.
OUR TRACTION

11 Ruto-Hubs created offering over 30 different travel experiences.

300+ individual trips sold so far.

97 Net Promoter Score (26% higher than the industry’s average).

136 jobs created so far.

$62,700 dollars generated for youth so far (3.6x monthly income increase for youths).

2 valuable partnerships with: Airbnb and Mexico’s Ministry of Communications.

SCALING RUTOPIA

We reach indigenous communities and activate them partnering with local governments. They provide the connections with indigenous communities and the investment for the trainings and infrastructure of Ruto-Hubs.

In 3 years we could create 2,000 Ruto-Hubs expanding to the countries with the best offer-demand ratio: Mexico, Colombia, Ecuador, Guatemala and Perú.

Forecast for three years:
24,000 jobs created, 11M USD monthly profit and 8,000 trips sold per month.

OUR TEAM

We are a multi-disciplinary team with broad experience working in indigenous villages; together we sum up to 18+ years on the field. We have a deep passion to help solve poverty, social injustice & environmental degradation in our rural communities.
TollabCo

“Opening Doors Through the Creation of Palestine’s and the Middle East First Internship Company”
Unleash The Power of Students

Enhancement Platform For Higher Education Systems, Focusing On Practical Experience

The Problem
We have a broken education system. Only academic stuff, NO experience, then NO job!

Experience is something simple and so important, but doesn’t exist in Palestine & Middle East.

The Solution

- Mar, 2018: Launched TollabCo Tutoring Services by university students
- Dec, 2018: Started connecting students with part-time jobs
- May, 2017: Market research
- Sep, 2018: Started providing more students services (Marketing, accounting, etc.)
- March, 2019: Connecting university students with internships
- Today: Government Partners to provide internships in Palestine

Our Impact on disconnected students is more than being expressed!

- Students can afford study expenses, as 30,000 students drop out per year due to financials.
- Gain practical experience while studying.
- Raising the rate of getting full-time jobs after graduation from 30% to 70% for who takes internships by TollabCo!

We have a proven business model. Profitable for us & enough income for students!

TollabCo Yearly Profit

We’ll generate $72M yearly students income with $12M net profits in 2025.

- Matched Students: 235,000
- Students’ Income: $72,000,000
- Net Profit: $12,000,000

We launched in March, 2018 and have grown very quickly

- +450 Matched Students
- +$60,000 Revenue
- +10,000 Students’ Network
- +500 Employers’ Network
TollabCo Team from Palestine to the MENA region. We’re all students! For Us, By Us

Ameen Taha
Sales & Network
I raised +$200K developing the social entrepreneurship in Palestine. The former lead of Hult Prize in Palestine and succeeded to spread Hult Prize in all Palestinian universities in less than a year. I have a very big network of universities in the middle east. I quit my last semester at the university not to lose this chance of bringing TollabCo to the whole of the MENA Region! Looking for your support!

Ahmed Etkaidek
Operations & Development
I worked all my studying period as a business developer at one of the biggest building technologies companies in Palestine called ETCO. Succeeded to open the turkish market beside the european one, which gave me a long experience in international business. I quit my job at ETCO and work full time for this amazing movement as I wake up everyday looking for more changes to be made for students!

Rola Owda
Marketing & Design
I started designing when I was a child, worked hard to develop this skill directly by learning all the design programs. Moreover, I started learning marketing, social media marketing and campaigns. I’ve trained and worked with the biggest marketing companies in Palestine. Believe that TollabCo will help millions of students to find their paths, what they like and most importantly what they don't like!

Tariq Zeyad
Students’ Supply
I started working from my 1st year at the students council in my university and made a big network of students councils across Palestine. Moreover, my working in my father’s store taught me dealing with all types of people and taking the control of the employees. I’m here sacrificing the beginning of this semester but hopefully will come back to my semester with Hult Prize.

We have interested mentors of various fields and backgrounds. Very passionate to help!

Eng. Baher Idkidek
Social Enterprise Expert

Dr. Stephen Hodges
Hult Business School President

Ahmad Ramahi
Serial Entrepreneur

Our partners help us to reach more students & more employers!

www.tollabco.com
ProTeen

“Fueling a New Era of Animal Feed in Africa”
Context: Farmers in Africa urgently need new sources of animal feed. Due to overfishing, there is a finite supply of fishmeal which has led to skyrocketing prices, forcing many farmers out of business.

What we do: Proteen uses the black soldier fly insect to process organic waste into cost-effective and high quality animal feed and soil fertilizer, making farming more profitable throughout Africa.

Youth Jobs: We employ 235 youth on each of our city farms and supply do-it-yourself kits for job creators, allowing youth to create their own feed and fertilizer.

Why we do it: ProTeen aims to tackle three key goals:
✓ alleviate youth unemployment across Africa
✓ improve local food security through circular farming
✓ reduce the harmful effects of poorly managed waste
In 2017, we moved to Uganda and were concerned by the fact that the average farmer in Africa is 60 years old, yet food demand is skyrocketing. We explored models to re-engage youth into 'neo-agriculture' and developed ProTeen - offering youth highly attractive job benefits when compared to traditional farming. We tested our model and realized Proteen has the potential to scale across Africa and employ 64,000 youth within the next decade.

Founding Team
On the ground
September 2018

Hult Campus round
November 2018

KCCA Negotiations
May 2019

$30,000 partnership
$20,000 pre sales
August 2019

$100k grant
from RVO
August 2018

Prototype Farm
in Uganda
October 2018

ProTeen wins Hult
London Regionals
March 2019

HULT Accelerator
July 2019
Phonic

“A Youth Powered and AI Driven Market Research and Data Company”
Audio market research at scale

Phonic empowers youth to become market researchers by using technology already in their pockets. We pay youth to record guided audio interviews on our app. These conversations are analyzed, revealing valuable insights to our enterprise clients.

How it works

Create. We craft questions with our enterprise clients

Collect. Our network of youth personally interview people, capturing audio responses

Analyze. Our A.I. extracts meaningful data from the audio responses

Deliver. Clients can review the research findings on our intuitive dashboard

An industry ripe for disruption

The $70 billion dollar market research industry is changing. Big data, new information sources and machine learning are all accelerating businesses understanding of their customers.

At the same time, technological advancements are making it possible to analyze text and audio data for sentiment information, unlocking how people really feel using the tone of their voice.

There are no existing platforms which provide a convenient way to collect audio surveys and extract meaningful insight... until Phonic.

Redistributing wealth

Phonic moves capital from big market research firms to the pockets of disconnected youth. With only a mobile phone, anyone can start collecting conversations and earning money.

Building new skillsets

Researching for Phonic rewards you with far more than money in your pocket. According to The National Association of Colleges and Employers, verbal communication is the #2 most important skill for employment. Beyond that, our users develop market research skills and gain insight into industry trends. Working for Phonic is a first step to a lifetime of meaningful work.

Available Now!

We’re not just talk. Our app is live on the Play Store and pending on the App Store.

Learn more: www.phonicresearch.com
Traction

Startups don’t just sometimes pivot, it is their job to pivot. In just two weeks of operation, Phonic has generated product market fit, developed a full stack application and sourced key partners and clients.

The Team

Having worked at some of the largest tech companies and most innovative startups in the world, our team knows what it takes to quickly build robust and scalable platforms.

Devon Copeland
Product
Having worked on product design at Apple, Devon has a keen eye for detail and designing intuitive user experiences.

Mitchell Catoen
Data Science
Formerly an AI engineer at Uber and Yahoo, Mitchell brings a deep set of data science skills to the team.

Rares Gosman
Sales and Marketing
A former systems engineer at Tesla, Rares knows what it takes to juggle many moving parts; especially in business.

David Ferris
Software Engineering
Formerly an engineer at Google and CIBC, David is an expert in building complex & scalable software solutions.

Strategic Advisor

Mike runs a successful market research company and has 45 years of industry experience. In 1995 he was awarded “Best New Methodology” at ESOMAR, the premiere MR conference in the world.

Mike Gadd
CEO, Gadd Research

Partnerships

Hive AI, a billion dollar tech unicorn from Silicon Valley has agreed to support us with data labeling to train our AI.
Tunart

“Restoring Local Tuna Farming by Training and Deploying Youth Fisherman”
Market Driven Opportunity

The American market is currently importing $2B worth of fresh yellowfin tuna from Asia each year. Time and distance between continents compromises price, quality and freshness. The average tuna served in a restaurant has travelled 17,000kms and has been frozen for 14 months before being served.

Our region, Central America, has one of the highest and healthiest Yellowfin Tuna populations in the world. Sadly, it is only being fished by international fishing vessels for canned tuna industry that extract $147m worth of tuna in our coasts. Not a single local job is being created.

A Local Problem Arises

Young generations are not motivated to fish for Yellowfin Tuna because they lack the knowledge, infrastructure and market access to obtain an income from it. Frustrated by the loss of their livelihood from fishing, they resort to theft and forced migration to survive.

This gives rise to a long-term cycle of poverty for generations of young people who lose their artisanal skill and tradition of sustainable fishing.

"An ocean full of opportunity in our region, yet not a single local job for yellowfin tuna fishing is being generated"

Our Disruptive Mission

Find unemployed youth in the coastal communities
Turn them into tunart fishermen that deliver consistent quality.
Process the tuna in the local processing plant, with high Quality standards
Deliver - Export the tuna to FS Companies that distribute it to restaurants.
Create brand awareness & marketing inside restaurants that work with Tunart.

Creating the first sustainable yellowfin tuna artisanal fisheries in Latin America to provide competitive high-quality fish to the regional markets.
**Our Engagement with the Youth**

Tunart contracts energetic youth from coastal communities, who are the perfect fit for an active job that is fun, requires stamina and strength. Once they become our contractors they obtain access to bank loans and credits to secure fishing boats and equipment.

Our young contractors need more than money to grow out of poverty. This is why Tunart provides a local community engagement manager to reinforce financial, human and personal skills. They become more reliable contractors and we secure our supply chain.

As Tunart fishermen, they learn the art and science of sustainable fishing and how to handle tuna to maintain high quality, most importantly preserving the "cold chain" of optimum temperature at every stage.

We buy the entire tuna catch from our fishermen. Our artisanal fishing practices meet sustainable standards and qualify us for priority in tuna fishing quotas.

---

**The Business Model**

We make payment to Tunart fishermen at the Port

+$400 per month average income per fishermen

Processing to meet high quality industry standards

We partner with local owners of cold storage companies so we don't require to invest in infrastructure.

Our tuna is delivered to Food Service Companies

Proof of Intent and LOI's ($1.6 M+ projected revenue in first year)

---

**Market Validation & Traction**

Clients: 2 biggest sushi restaurants

$7,500 per month worth of tuna consumption

Future Clients: 6 Food Service Companies

Strategic Alliance TUNART & KING KAMPACHI

Mexico will collaborate to distribute each other's products in their respective markets.

---

**Our scalability & job creation**

Our first processing site in Central America is in Guatemala.

Our next processing plants will be in Colombia, Mexico and Brazil

Each site will capture local market share with high-quality yellowfin tuna.

All established sites will participate in strategically addressing the US Market.

Additional nodes will be opened in Kenya and South Africa to supply the European Market.

($760m market)

---

**OUR TEAM**

**Making impact requires impact driven people**

Founder of Utopia Premium, current providers of tea for Mc Donalds Corp in CA. Passionate for business, finances, strategy and developing new sustainable job opportunities for poor people.

Has worked on market validation and analysis for a fintech startup in Guatemala. Passionate about numbers, technology and creating sustainable businesses. Embraces challenges.

Born in Costa Rica, quit his job as Plant Manager of the biggest processing plant in Spain (Jaelsa) to join TUNART. 30 years in the tuna industry. Now part of the Tunart team.

Digital project developer in the biggest local supermarket chain in Guatemala, called La Torre. Strong relationship with supermarkets and project management.

Started a chia seed business in Guatemala, later on developing in the distribution industry to become a product manager of worldwide brands like Philips. Passionate for brand and new strategic relationship developments.

Past experience as sales executive for Roche Bubois. Started a restaurant on the campus of the biggest local university, having direct experience with customers and suppliers. Passionate for details and perfection.

---

**TUNART**

High quality and sustainability in mind.

$2 Billions Overall Market Size in the Region

Our passion for empowering local communities, freshness and sustainability will drive our growth to $60 Million in Annual Revenue by 2026 and 10,000 meaningful jobs bringing artisanal fishing traditions back to life.

---
Safewheel

“Transportation in Healthcare Reimagined by Youth for the People”
Safewheel provides 24/7 affordable emergency medical services to the rural people of Bangladesh. We envision to reach every rural doorstep with affordable healthcare by 2030.

**Problem We Are Solving**

- **68,000 Villages**
- **105 Million People**
- **1,200 Ambulances Only**

**Root Cause**
- The big ambulances are costly
- They can’t reach the narrow village roads

**Our Solution**

**Mini tricycle ambulance by re-engineering three wheel vehicles**

- 1/10th the production Costs of Regular Ambulance ($2,830 Only)
- Reaches narrow village roads

**Our Services**

- **Regular Ambulance Service**
  - Service Charge: $12
- **Door-step Medical Service**
  - Service Charge: $8
- **Ambulance Subscription Pack for Hospitals**
  - Monthly Subs Fee: $200

**Unique Selling Proposition**

- 20 Minutes Response Time
- Affordable Cheaper than Regular
- Accessible Reachable Everywhere

**Unit Economics**

- **$2,080** Monthly Revenue
- **$1,306** Cost of Service & Operating Cost
- 6 Months Breakeven period for 1 Ambulance
3 Drivers & 3 Medical Assistants Per Ambulance (in 3 shifts)

Step 1: Sourcing Disconnected Youth From Village

Step 2: Empowering them with Govt. Certified Training

Step 3: Directly Employing Per Ambulance

Employing Youth Locally

Disconnected Youth in Bangladesh
- Crowds the Capital City, Dhaka
- Physical Labor Jobs
- Ears the Lowest Pay Scale

Disconnected Youth with Safewheel
- Stays in the Locality
- Meaningful Jobs, Serves the Society
- Earns 27% more, Lives sustainable life

Traction

147 Villages Reached
1542 Patients Served
5890 LIVES IMPACTED

Our Partners

Operations Partner
Data & Research Partner
Logistics & HR Dev. Partner

Core Team

10 Ambulances
1,500 Patients Served
Now

600 Ambulances
1 Million Patients Served Annually
In 5 Years

3,000 Ambulances
6 Million Patients Served Annually
In 10 Years

19 Jobs Created in last 4 months

In 10 years, we will create direct employment to more than 18,000 disconnected youth.
Post
Like
Share

Stay in touch with us and continue to follow the progress of our amazing entrepreneurs! Get your phone out right now and add us to your social network. You will be instantly connected to our community and stakeholders as well as have live-action content delivered straight to you for your daily dose of impact, is just a click away. Our social media channels are the best way to hear about the latest news in the impact sector and give you direct access to the largest global network of young changemakers from around the world that are striving everyday to build a better world. So what are you waiting for? We invite you to like, follow, share, post and join us in leading a generation to change the world!

Instagram:  
instagram.com/hult_prize

Twitter:  
twitter.com/hultprize

Facebook:  
facebook.com/hultprizefoundation

Youtube:  
youtube.com/hultprize

Linkedin:  
linkedin.com/hult-prize-foundation

#HultPrize

hultprize.org
Watch Live!

Want to let everyone outside watch the action live?

Share this QR Code with friends and family to Watch the 2019 Hult Prize Global Finals at United Nations Headquarters LIVE.

Follow the Teams!

ProTeen.
Fueling a New Era of Animal Feed in Africa.
HEC Paris
France

Linkedin: /weareproteen
Facebook: /Proteen-
Instagram: @pro__teen
Website: weareproteen.com/

Safewheel
Transportation in Healthcare
Reimagined by Youth for the People.
Bangladesh University of Professionals (BUP)
Bangladesh

Linkedin: /safewheel
Facebook: /safewheellimited
Instagram:@safewheellimited
Website: safewheel.xyz

RUTOPIA.
Creating Jobs Through Local Travel.
Tec de Monterrey
Mexico

Linkedin: /rutopia
Facebook: /RutopiaORG
Instagram: @rutopia
Website: https://rutopia.com

Opening Doors Through the Creation of Palestine's and Middle East First Internship Company.
Birzeit University
Palestine

Linkedin:/tollabCo
Facebook: /TollabCo
Instagram: @tollabCo
Website: tollabco.com

TUNART
Restoring Local Tuna Farming by Training the Youth and Deploying Youth Fisherman.
University Francisco Marroquin
Guatemala

Linkedin: /tunart_tunart
Facebook: /tunart_tunart
Instagram: @tunart_tunart
Website: www.tunart.me

Phonic
A Youth Powered and AI Driven Market Research and Data Company.
University of Waterloo
Canada

Linkedin: /phonic-research
Facebook:/phonicresearch
Instagram:@phonic_research
Website: https://phonicresearch.com
2019 Judges & Speakers
William J. Clinton
42nd President of the United States of America | Founder and Board Chair, Clinton Foundation

William Jefferson Clinton, the first Democratic president in six decades to be elected twice, led the U.S. to the longest economic expansion in American history, including the creation of more than 22 million jobs.

After leaving the White House, President Clinton established the William J. Clinton Foundation, and today, the renamed Bill, Hillary & Chelsea Clinton Foundation, works to improve global health and wellness, increase opportunity for girls and women, reduce childhood obesity, create economic opportunity and growth, and help communities address the effects of climate change.

Today the Foundation has staff and volunteers around the world working to improve lives through several initiatives, including the independent Clinton Health Access Initiative, through which over 11.5 million people in more than 70 countries have access to CHAI-negotiated prices for HIV/AIDS medications. The Clinton Climate Initiative, the Clinton Development Initiative, and the Clinton Giustra Enterprise Partnership are applying a business-oriented approach to promote sustainable economic growth and to fight climate change worldwide and in Africa, Latin America, and the Caribbean. In the U.S., the Foundation is working to combat the alarming rise in childhood obesity and preventable disease through the Alliance for a Healthier Generation and the Clinton Health Matters Initiative. Established in 2005, the Clinton Global Initiative brings together global leaders to devise and implement innovative solutions to some of the world’s most pressing issues. So far, more than 3,600 Clinton Global Initiative commitments have improved the lives of over 435 million people in more than 180 countries.

In addition to his Foundation work, President Clinton has joined with former President George H.W. Bush three times – after the 2004 tsunami in South Asia, Hurricane Katrina in 2005, and Hurricane Ike in 2008, and with President George W. Bush in Haiti in the aftermath of the 2010 earthquake. Today the Clinton Foundation supports economic growth, job creation, and sustainability in Haiti.

President Clinton was born on August 19, 1946, in Hope, Arkansas. He and his wife Secretary Hillary Rodham Clinton have one daughter, Chelsea, and live in Chappaqua, New York.

Kathleen Rogers
President | Earth Day Network

Kathleen Rogers is the President of Earth Day Network (EDN), spearheading the network into a year-round policy and activist organization. EDN currently has had more than 1 billion people participate in Earth Day in 192 countries. Kathleen has worked for more than 20 years as an environmental attorney and advocate, focusing on environmental public policy and law. Under her leadership, EDN has played a significant role in advancing the new green economy and has emerged as a dynamic year-round policy and activist organization. EDN now is a global movement, embraces new constituencies—including youth and people of colour—and integrates civic participation into EDN's programs and activities.

Kathleen has received numerous awards for her work. She was named one of 2010’s top working mothers by Working Mother magazine. She has also been featured as “Power Player of the Week” on Fox News Sunday with Chris Wallace. Most recently, Rogers was awarded the Luminary Award by Womensphere and the Urban Zen Foundation, given to women who are inspirations in their fields. Rogers is an official voting member of Greenpeace and a board member of The Energy and Resources Institute.
Erika Karp

Founder and CEO | Cornerstone Capital Inc.

Erika Karp is the Founder and CEO of Cornerstone Capital Inc. Cornerstone was created to catalyze the flow of capital toward a more regenerative and inclusive global economy. Prior to that, Erika was the Managing Director and Head of Global Sector Research at UBS Investment Bank, where she chaired the UBS Global Investment Review Committee. Erika served on the UBS Securities Research Executive Committee and the Environmental and Human Rights Committee.

Erika is a founding Board member of the Sustainability Accounting Standards Board (SASB), a member of CECP’s Strategic Investor Initiative Advisory Council, and an advisor to the Omidyar Network’s Know the Chain initiative. She holds an MBA in Finance from Columbia University and a BS in Economics from the Wharton School.

Her work has been featured by Bloomberg Businessweek, Barron’s, Euromoney, the Financial Times, Investor Relations Magazine, The Guardian, and Forbes. For driving collaboration across the capital markets, she has been named among the nation’s “Top 50 Women in Wealth” by AdvisorOne; one of the “Purpose Economy 100,” the “Good 100” and one of 50 “Conscious Capitalists” who are “Transforming Wall Street.”

Bashar Masri

Founder | Massar International

Bashar Masri is the Chairman of Massar International, a company he founded in 1995 to realize his vision for private sector development to serve as the path (“Massar” in Arabic), leading to Palestinian economic development and growth. Today Massar International’s portfolio includes more than 30 companies in the fields of real estate, financial services, journalism, advertising, and information technology.

Born and raised in Nablus, Palestine, Bashar is the visionary behind Rawabi, the first Palestinian planned city and the largest project ever undertaken in Palestine. The success of Rawabi is a catalyst and inspiration for many bold initiatives, bringing opportunity and progress to the Palestinian economy. Furthermore Bashar launched the first private equity fund dedicated to investment in businesses operating in Palestine.

Bashar was recently elected Chairman of the Palestine Development and Investment Company (PADICO). Bashar also serves on numerous boards including the Board of Trustees of An-Najah National University and a member of the Deans’ Council of Harvard University’s John F. Kennedy’s School of Government. Bashar graduated from Virginia Polytechnic University with a B.S. in Chemical Engineering.
Mohammed Ashour

Co-Founder and CEO | Aspire Food Group

Mohammed Ashour is the Co-founder and CEO of Aspire Food Group, a vertically-integrated agriculture and food company that addresses global food sustainability by developing the most advanced insect farming technology in the world. Aspire was founded in 2014 after Mohammed led his team to win the largest business prize in the world – the prestigious US$1 million Hult Prize presented by President Bill Clinton.

Prior to co-founding Aspire, Mohammed led the sales and marketing division of the fastest growing startup in Canada’s history. A Forbes 30 under 30 honoree, Mohammed is regarded as a leading voice in social enterprise and alternative protein. He has been featured in the Wall Street Journal, Financial Times, Forbes, Fox Business News, the Economist, Wired, CNET, Bloomberg Businessweek, and Fast Company. He received the Gifted Citizen award in 2014, a community of talented citizens and social entrepreneurs who join a movement of change and improvement through their projects.

Mohammed pursued an MD-MBA dual-degree at McGill University and holds an M.Sc. degree in Neuroscience, McGill University and a B.Sc. degree in Life Sciences, University of Toronto.

Vinicius Pinheiro

Special Representative to the United Nations and Director | International Labour Organization

Vinicius Pinheiro is the Deputy Director of the International Labour Organization (ILO) Office for the UN (New York) and Executive Secretary of the Social Protection Interagency Coordination Board since October 2012. He is representing the ILO in the UN discussions related to the post-2015 development agenda, social protection, youth employment and migration.

Before, Vinicius served as senior social protection adviser to the ILO Director General in Geneva. From 2009-2013, he was part of the ILO Sherpa G20 Team and acted as Executive Secretary of the Social Protection Floor Advisory Group. He was also the focal point for the preparation of the UN Conference on Sustainable Development (Rio +20) and its follow up.

Between 2002-2005, he worked in the Organization for Economic Cooperation and Development (OECD), in Paris and provided consultancy services for the Inter-American Development Bank (IDB) and to the World Bank for projects in Africa and Latin America. From 1999-2002, he was the National Secretary for Social Security of Brazil. In 2001, he was elected Vice-President of the Inter-American Social Security Conference (CISS), based in Mexico City.
Najeeha “Gia” Farooqi

Co-Founder & CEO | Roshni Rides

Gia is the CEO & Co-founder of the 2017 Hult Prize winning start-up, Roshni Rides. Roshni Rides is a carpooling platform for commuters in Pakistan. The company’s mission is to bring optimized, safe, and reliable rides to women and children within the region. Gia grew up in New Jersey, USA and graduated from Rutgers University before moving to Pakistan to launch Roshni Rides. She and her team have won the Entrepreneur of the Year Award in New Jersey and the Clement A. Price Human Dignity Award. An alumni of the Institute of Women’s Leadership at Rutgers University, Gia has a specialized focus on women’s issues in emerging markets. Gia is a global speaker where she has spoken on platforms like Tedx and the Momentum Tech Conference. In 2019, Gia and her co-founders we selected as honorees for the Forbes 30 under 30 list Asia in the Enterprise Technology category.

Lise Kingo

CEO & Executive Director | United Nations Global Compact

Lise Kingo is the CEO and Executive Director of the United Nations Global Compact, the world’s largest corporate sustainability initiative with more than 13,500 signatories from 170 countries that have committed to aligning strategies and operations with universal principles on human rights, labour, environment and anti-corruption, and taking actions that advance societal goals.

Prior to joining the UN Global Compact in 2015, Lise was the Chief of Staff, Executive Vice President and member of the Executive Management team at Novo Nordisk A/S. She was in charge of several business areas and pioneered the first Novo Nordisk strategy on sustainability. Lise has received several awards such as the Edinburgh Medal and the Copenhagen Business School 2018 Honorary Alumni Award. She is also a UN Gender Champion.

Lise holds a Master of Science degree in Responsibility and Business Practice, a Bachelors of Arts in The Science of Religions, as well as a Bachelor of Commerce in Marketing Economics. She is also certified by INSEAD’s International Directors Program in Corporate Governance.
Robert Skinner

Executive Director | United Nations Office for Partnerships

Robert Skinner is the Executive Director of the United Nations Office for Partnerships, taking up the post in July 2018. In this role, he engages partners for advancing the Sustainable Development Goals (SDGs), manages the UN's relationship with the UN Foundation, oversees the administration of the UN Democracy Fund, and directs the SDG Advocates and the SDG Strategy Hub. Robert was the Director of the United Nations Information Center (UNIC) in Washington, DC. Prior to joining the United Nations, Robert was the Executive Director in the New York Office of the United Nations Foundation. Before joining the Foundation in 2006, Robert held several positions in the United States Department of State, including as Deputy Spokesperson at the United States Mission to the United Nations in New York, and as Public Affairs Officer for the United States Embassy in Port of Spain, Trinidad and Tobago. He also held posts in Abidjan, Cote d'Ivoire and San Salvador, El Salvador. Robert was an attorney in the Office of the Cook County Public Defender, Chicago, Illinois before starting his diplomatic career. Robert holds a law degree from the University of Wisconsin-Madison and a Bachelor of Science in Business Administration from Oakland University in the United States. He is married and has two children.

Vicente Fox Quesada

55th President of Mexico | Mexican Businessman & Politician

In 1964, he worked as a route supervisor at Coca-Cola Mexico, where he had the opportunity to know the most remote places of the country on board a delivery truck. Due to his performance, he became president of the company for Mexico and Latin America, being the youngest manager of the company.

After this experience and with the knowledge acquired, he decided to return to Guanajuato and participate actively in the business, political, social and educational fields, to improve that reality.

He was president and founder of the Patronato Casa Cuna Amigo Daniel, an institution where many children receive care and affection; president of the Patronato Loyola; promoter of the Universidad Iberoamericana, Leon campus, as well as the Lux Institute.

On July 2, 2000, Mr. Vicente Fox won the presidential election after 71 years of monopoly.

As an entrepreneur or as a politician, Vicente Fox Quesada has always sought the common good and equal opportunities, along with his four adopted children, Ana Cristina, Vicente, Paulina and Rodrigo.
2019 Hult Prize Accelerator Program

THE WORLD’S LARGEST ACCELERATOR PROGRAM
Hosted in a castle and custom tailored for early stage impact enterprise development.
The Hult Prize Accelerator Program is a cutting-edge accelerator program that has been custom tailored to rapidly commercialize startup ideas in the impact sector. Created and refined by leading social entrepreneur, Ahmad Ashkar over the course of a decade, today the program is regarded as the number one program of its kind in the impact sector.

Each year for the Hult Prize anchor program, top finalist startups from various on-campus, regional and global Hult Prize funnels are provided with living and working spaces, along with the opportunity to hone their business skills, network with business and academic leaders, register their entities, and prepare for launch. The innovative program includes weekly classes, speakers, workshops, pitches, and multidisciplinary expert coaches and mentors who guide the startups through some of their most critical inputs. The accelerator supports teams as they register legal entities, draft founders’ agreements, brainstorm ideas, pilot their offerings, design their marketing materials, refine business models, prototype, secure their first customers, and finalize business plans. There is a deliberate focus on real, market-driven artifacts and results. This unique approach involves bringing together some of the most passionate people across disciplines to solve well defined challenges through rapid ideation, prototyping, iteration, and measurement. Each week of the program challenges teams to meet milestones and compete across multiple competency areas for the opportunity to present as one of the six finalists of the Global UN Hult Prize Finals. The Accelerator is a central element of the Hult Prize process, and seeks to ‘graduate’ startups whose teams are fully engaged, companies bankable and whose products and services are ready for market launch.

---

### Accelerator Key Statistics

**1000+ HOURS**
Of support in one on-one coaching sessions, fireside chats and inspirational speeches by more than 120 investors, experts, influencers and entrepreneurs.

**200+ ENTREPRENEURS**
From across the world, gathered to accelerate ideas to impact.

**5 WEEKS**
Of custom tailored programming designed to commercialize products and services, inspire founders and convert ordinary students into impact generating entrepreneurs.
Coaching and Mentorship
Mentorship is critical to the success of early stage entrepreneurs. The Hult Prize dedicates a business coach to each of its entreprises who live, play and work alongside the entrepreneur. On average, each coach spends 5 hours per week working directly with their own team and an equal amount of time with others. Regular duties include helping to draft business plans, refining business models and creating robust value propositions. More than often these mentors also aid in helping companies secure their first customers, build long lasting partnerships and gain significant access to follow-on networks of advisers and resources.

Interactive Sessions
More than 120 experts visit the Hult Prize Accelerator in person each year, with thousands more available virtually to all of our entrepreneurs. Experts contribute to the success of our entrepreneurs in a variety of ways including hosting office hours, participating in fireside chats in the castle, running workshops and lecturing. Each session is supplemented with open Q&A as well as an opportunity to bond socially with the expert.
Content Development and Pitching
Over the course of the Hult Prize Accelerator, each entrepreneur spends a combined time of over 500 hours pitching and developing content. Learning how to sell and the correct positioning of products and services to the marketplace are fundamental to the success of any enterprise, and the world of impact is no different. Investors and industry experts from leading corporations, investment banks and government serve as weekly judges and are tasked with providing detailed and actionable feedback. Within 48 hours, the feedback is aggregated and converted into teachable content which is rolled out by the Hult Prize team in the following week’s agenda.

LifeStyle
Work life balance is a critical component of the success of our entrepreneurs. Facilities at the Hult Prize Accelerator are world class and consist of room and board, a fitness center and gym, more than 100 acres of walking grounds, sports leagues and weekly entertainment including live music.

Workshops
Workshops at the Hult Prize Accelerator take place twice a week and are led by world-class facilitators. Held in open classroom settings either in or outdoors, entrepreneurs are given an opportunity to think outside the box and interact with their 200 person community. Workshops range in content from design-thinking to sales and innovation.

Networking and Socials
Networking activities are an integral part of any accelerator program and the Hult Prize is no different. As the world’s largest and most international accelerator program, it is critical that participants develop personal relationships with fellow competitors, build lifelong friendships, broaden their networks, and cross-pollinate ideas. Networking opportunities take place multiple times a week and include organized team building activities, scheduled socials and the infamous, Hult Prize Galas which are a fundamental pillar to the program and afford the community an opportunity at a black-tie formal followed by a community dance party and social.

24/7 Support
The Hult Prize support team includes an organizing team of more than 50 full time Hult Prize staff, action coaches, psychologists, general advisors, subject matter experts, industry leaders and unlimited access to our external networks.
A family with one goal.
Changing the world.
2019 Hult Prize Regional Summits
Hult Prize Regional Summits are hosted in +25 different cities, representing all the geographic regions of the world. They provide students from around the world an opportunity to showcase their innovative ideas, learn from their peers and be inspired by a generation of young people who are committed to changing the world through business. The very best startups represented at each program win a spot in the world’s largest accelerator for impact at the Hult Castle in the UK.
2019 Hult Prize On Campus Program
Hult Prize On Campus gives students an opportunity to host local Hult Prize programs on their university campus, including an On Campus final round which allows the winning team to bypass the traditional application process and fast track their idea through one of twenty-five plus regional final rounds of competition. The program allows more students to compete around the world, leading to more ideas and ultimately more start-up ideas, each poised for radical impact.