WELCOME GUIDE

3rd - 4th
April, 2020

Tunis Business School
PO.Box n°65 Bir El Kassaa, 2059
Ben Arous, Tunisia

TBD
TBD

hultprize.org
HELLO TUNIS!
ARE YOU READY TO CHANGE THE WORLD?

Regionals 2020 Summits

March 6-7th
Bangkok
Islamabad
Beirut

March 13-14th
Amman
Boston

March 13-14-15th
Ankara

March 14-15th
Ramallah

March 20-21st
Kuala Lumpur
Abuja
Cairo

March 27-28th
Monterrey
London

March 28-29th
Tokyo

April 3-4th
Tunis
Dhaka

April 9-10-11th
Ho Chi Minh City

April 17-18th
Lima
Melbourne

April 24-25th
Toronto
Bogota
Nairobi
Santo Domingo

2020 Regional Summits

hultprize.org
Dear Students

The Hult Prize is going on 11 years now, and there was never a better time to join this movement. This year, the program saw participants from more than 1,500 universities and 121 countries, and there were 300,000 students working in teams to come up with projects that make a difference; those are impressive numbers. 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 solving 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 2020 Hult Prize Challenge is asking students to create bold businesses for a better planet that generate positive impact on the environment with every sale. The earth is our only home and we must protect, restore and fund it. It is so very important to educate ourselves, and remember that the change starts from within. For far too long, defenders of the status quo have argued they simply cannot afford the economic burden of preserving clean air, safe water, a vibrant wildlife and a decent future for our children and grandchildren. Yet, all the evidence suggests otherwise, that what’s good for the environment ultimately will be good for the economy too.

I therefore believe that this challenge, to develop an idea that provides positive net impact on the environment with every sale completed, and reaches no fewer than a million consumers within the next decade, is particularly important in the current global context.

Wishing you all great success,

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

"The worse thing that can happen to anybody is to get up every day and start the day believing that every one of your tomorrows will be just like yesterday."
Dear Attendees

On behalf of all of us here at the Hult Prize Foundation, congratulations! Making it this far is a BIG deal and is an accomplishment that will last a lifetime. Every year hundreds of thousands of young people from colleges and universities across the world come together around the Hult Prize to think big, be bold and work hard 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, building stronger communities and making long lasting connections that will inspire us to have a lifetime of impact. At the Hult Prize, we have spent more than 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 programs and events are custom tailored to change the trajectory of young people at their most critical inflection points, converting ordinary degree seeking students into game-changing impact entrepreneurs. Since being founded, the Hult Prize movement has mobilized millions of young people, challenging each of them to rethink our future, and providing the learning and knowledge needed to create the change they want to see in the world.

We are humbled that our flagship challenge has grown to become a benchmark program for startup-entrepreneurship and that our learning initiatives continue to breed disruptive innovation on nearly 2,500 college and university campuses across 121 plus countries. None of our work would be possible without the commitment and tireless contributions of our global staff, phenomenal campus directors and their teams along with our 30,000+ student workforce - whom I thank tremendously.

Good luck at Regionals and remember that irrespective of the outcome, you are invited to join me at one of our Impact Break events happening beach side in Cancun and the Dead Sea later this year, where I will be personally participating in the selection of additional wildcard teams who will be invited to attend our Global Accelerator.

Remember to have fun, be bold and always be kind. If you get a chance, please take some time to thank our amazing organizers, 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. I love you all.

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

Tunis Business School
PO.Box n°65 Bir El Kassaa, 2059 Ben Arous, Tunisia.

TBD
TBD

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+216 25266021
Code of Conduct

• Dress code is business.

• You always need to be on time; there is no buffer time in the schedule.

• Be assembled and ready to present 10 minutes prior to your time 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 visuals (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 a 6 minutes pitch and a 4 minutes Questions & Answers 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.
The airport provides several options for access into the city:

Tunis-Carthage International Airport (TUN): Tunis’ regional airport is located in the middle of the city.

Transportation Options:
1. Taxi: There are many ways to travel within Tunis, but the simplest way to get from the airport into the city is by taxi. A ride from the airport into the city can take anywhere from 10 to 20 minutes depending on traffic. There are always many taxis waiting at the airport to take passengers into the city; follow the signs in the airport. Fares range from USD $3-$6. If you are carrying baggage then you are going to incur an extra cost. There is usually a 50% surcharge after 9pm. It is always advisable to ensure that the driver turns the meter on when transporting you to your destination. Please note that not all cabs accept credit cards. Make sure to have cash with you.
2. Bus: The SNT bus line usually departs every 30 minutes from the airport to the center of Tunis with the tickets costing less than 1$. The TUT buses, on the other hand, depart every 15 minutes, cost about 2$ and tend to be more luxurious.
3. Car Rentals: Several rental companies have desks at the arrival hall. Some of the cars rental companies include Sixt, Avis, Budget, and Hertz. There are also several local companies, which may offer lower rates. Ensure that the rental prices includes taxes.
   - Sixt Rent A Car
   - Hertz Rent A Car
These apps can give you different options of transportation and routes taking into account the time of departure and of arrival:

**Google Maps**

**City Mapper**
If you are interested in moving around in the city in cars, these apps can be useful for you:

**E-Taxi:**
With E-Taxi, connect quickly with the closest taxi driver around and make a taxi reservation in advance.

**Eazy**
First multimodal transportation aggregating platform in Tunisia to simplify and optimize its citizens’ mobility.
I. General Websites
   1. Booking
   2. Hotels
   3. Expedia
   4. Tunisie Booking
   5. Couchsurfing
   6. Hostel World
   7. Airbnb: For a high quality, and acceptable prices, it is recommended to book your Airbnb inside of the city center. Transportation is generally available.

II. 3-Star Hotels
   1. Hotel Carlton Tunis
   2. El Hana International
   3. Hotel Du Parc
   4. Hotel Ibis Tunis

III. 4-Star Hotels
   1. Golden Tulip Mechtel
   2. Majestic Hotel
   3. Diplomat Hotel
   4. Hotel Novotel Tunis

IV. 5-Star Hotels
   1. El Mouradi Hotel Africa
   2. Sheraton Tunis Hotel
   3. Tunis Grand Hotel
   4. Concorde Hotel Les Berges Du Lac
Tunisia has been around for the past 3,000 years.

The Arab Spring started in Tunis. Habib Bourguiba Avenue in the heart of Tunis is the symbol of the revolution.

Tunisia was named, by techcrunch, as the startup Hub of the Arab world.

Tunis was named as one of the top 10 cities to open a startup in the world.

Tunisia was awarded a Peace Nobel Prize for its achievements since the revolution.

Most Tunisians’ ancestors are Berber/Amazigh and not Arab.

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**Fun Facts About Tunis**

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March - April 2020

2020 Regional Summits

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**KEY PHRASES IN LOCAL LANGUAGE**

<table>
<thead>
<tr>
<th>English</th>
<th>Arabic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hi: A’aslema</td>
<td>عسلامة</td>
</tr>
<tr>
<td>I am: Ana</td>
<td>أنا</td>
</tr>
<tr>
<td>How are you?: Chnahwelek?</td>
<td>لو سأتم؟</td>
</tr>
<tr>
<td>Good: Labes</td>
<td>لاباس</td>
</tr>
<tr>
<td>My name is?: Esmsi</td>
<td>اسمي</td>
</tr>
<tr>
<td>Thank you: Ya’aychek</td>
<td>شكرك</td>
</tr>
<tr>
<td>I’m sorry: Samahni</td>
<td>ساماني</td>
</tr>
<tr>
<td>Yes: Ey</td>
<td>انا</td>
</tr>
<tr>
<td>No: Le</td>
<td>لا</td>
</tr>
<tr>
<td>What’s your name?: Chesmek?</td>
<td>شسمك</td>
</tr>
</tbody>
</table>

**Where is the?: Ouin el?**

**Can I have...?: Tnajem ta’atini el...?**

**Sorry I don’t understand: Samahni ma fhemtekech!**

**How much it costs?: Bkadeh?**

**Bye: Beslema**

طفالة

أنا

سأتم؟

لاباس

اسمي

شكرك

ساماني

انا

لا

شسمك

أين ال؟

أنا تنيتي ال....؟

أنا ما فهمتةك!

بقدا؟

سلامة
### Itinerary*

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Friday</strong></td>
<td>3:30-5:00PM</td>
<td>Welcome Orientation and Registration</td>
<td>USEK</td>
</tr>
<tr>
<td></td>
<td>5:00-6:30PM</td>
<td>Hult Prize Training Session</td>
<td>USEK</td>
</tr>
<tr>
<td></td>
<td>6:30-8:30PM</td>
<td>Networking Reception</td>
<td>USEK</td>
</tr>
<tr>
<td><strong>Saturday</strong></td>
<td>8:00AM</td>
<td>USB Submission Deadline for Presentations</td>
<td>USEK</td>
</tr>
<tr>
<td></td>
<td>8:00-9:00AM</td>
<td>Registration &amp; Breakfast</td>
<td>USEK</td>
</tr>
<tr>
<td></td>
<td>9:00-11:00AM</td>
<td>Preliminary Round: Morning Presentations</td>
<td>USEK</td>
</tr>
<tr>
<td></td>
<td>11:00-11:30AM</td>
<td>Peer Feedback Session</td>
<td>USEK</td>
</tr>
<tr>
<td></td>
<td>11:30-12:00PM</td>
<td>Judges’ Deliberation and Callback Session</td>
<td>USEK</td>
</tr>
<tr>
<td></td>
<td>12:00-1:00PM</td>
<td>Lunch</td>
<td>USEK</td>
</tr>
<tr>
<td></td>
<td>1:00-3:00PM</td>
<td>Preliminary Round: Afternoon Presentations</td>
<td>USEK</td>
</tr>
<tr>
<td></td>
<td>3:00-3:30PM</td>
<td>Peer Feedback Session</td>
<td>USEK</td>
</tr>
<tr>
<td></td>
<td>3:30-4:00PM</td>
<td>Judges’ Deliberation and Callback Session</td>
<td>USEK</td>
</tr>
<tr>
<td></td>
<td>4:00PM-5:30PM / 5:30-6:15PM</td>
<td>Break and Transfer to Evening Venue</td>
<td>USEK</td>
</tr>
<tr>
<td></td>
<td>6:15-6:30PM</td>
<td>Opening Ceremony</td>
<td>USEK</td>
</tr>
<tr>
<td></td>
<td>6:30-8:00PM</td>
<td>Regional Final Presentations</td>
<td>USEK</td>
</tr>
<tr>
<td></td>
<td>8:00-8:30PM</td>
<td>Judges’ Deliberation</td>
<td>USEK</td>
</tr>
<tr>
<td></td>
<td>8:30-10:00PM</td>
<td>Award Ceremony &amp; Evening Reception</td>
<td>USEK</td>
</tr>
<tr>
<td></td>
<td>10:00-1:00AM</td>
<td>After Party</td>
<td>USEK</td>
</tr>
</tbody>
</table>

*Places and times are subject to change.*
Leading a Generation
To Change The World

<table>
<thead>
<tr>
<th>YEAR</th>
<th>UN'S SDGS</th>
<th>HULT PRIZE CHALLENGE</th>
<th>ENTREPRENEUR WINNER</th>
<th>UNIVERSITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>EDUCATION</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>CLEAN WATER</td>
<td></td>
<td>m.Poani</td>
<td>University of Cambridge</td>
</tr>
<tr>
<td>2012</td>
<td>ENERGY POVERTY</td>
<td></td>
<td>sunnyMINDS</td>
<td>NYU Abu Dhabi</td>
</tr>
<tr>
<td>2013</td>
<td>GLOBAL FOOD CRISIS</td>
<td></td>
<td>ASPIRE</td>
<td>McGill</td>
</tr>
<tr>
<td>2014</td>
<td>HEALTHCARE</td>
<td></td>
<td>NanoHealth</td>
<td>ISB</td>
</tr>
<tr>
<td>2015</td>
<td>EARLY CHILDHOOD EDUCATION</td>
<td></td>
<td>MPCT</td>
<td>Earlham College</td>
</tr>
<tr>
<td>2016</td>
<td>DOUBLING INCOME</td>
<td></td>
<td>bp</td>
<td>Rutgers University</td>
</tr>
<tr>
<td>2017</td>
<td>REFUGEE CRISIS</td>
<td></td>
<td></td>
<td>UCL</td>
</tr>
<tr>
<td>2018</td>
<td>HARNESSING THE POWER OF ENERGY</td>
<td></td>
<td>RACE Inc.</td>
<td>Tecnologico de Monterrey</td>
</tr>
<tr>
<td>2019</td>
<td>YOUTH UNEMPLOYMENT</td>
<td></td>
<td>RUTopia</td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>BOLD BUSINESSES FOR A BETTER PLANET</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2020 Regional Summits

Tunis | Tunisia
March - April 2020
Hult Prize
By Numbers

+2,100,000
STUDENTS
Empowered with the tools and mindset to change the world through business

300,000
Startup Business Ideas Generated
Through leveraging our breakthrough methodology

+50,000
Student Workforce
Coming together every year to lead a generation to change the world!

100,000,000
Man Hours
Per year invested in training, pitching, judging, organizing and developing entrepreneurs

+50,000
Judges and Mentors
Improving thousands of ideas

300,000
Annual Participants
Making us the world’s largest impact entrepreneurs training program

+65,000,000
INVESTED IN THE IMPACT SECTOR

+1,600,000
+$50,000,000

+2,100,000
STUDENTS

+121
Countries
Represented by Hult Prize entrepreneurs

+50,000
Student Workforce

+121
Countries

+$65,000,000
INVESTED IN THE IMPACT SECTOR

100,000,000
Man Hours

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50,000
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Man Hours

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INVESTED IN THE IMPACT SECTOR

+121
Countries

50,000
Judges and Mentors

100,000,000
Man Hours
Hult Prize On Campus are student hubs on college and university campuses around the world that inspire, educate, train and curate a hyper localized community of changemakers. Students franchise global Hult Prize methodology and bring award winning programs to their university campus, including an On-Campus final pitch round which allows the winning team to fast track into a regional round of the US$1M flagship startup program.
Impact Break is a four-day festival that brings young people around the world together for the experience of a lifetime. You’ll find beach parties, cutting edge workshops, cash prizes, local community based impact tours, and more!

Impact Break events also serve as our Official Hult Prize Wildcard where up to 20 startups will receive an invitation to attend the Global Hult Prize Accelerator and win US$1,000,000 in startup capital.

Win A Spot At Our US$1M Accelerator!

Get your tickets now!
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 in Boston. 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.

“The winning team in each Regional Summit will spend 6 weeks in the accelerator, building up their startup.”

Right after Regional Summits, winners worldwide are moving forward to the Global Accelerator Program in Boston.

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Tunis | Tunisia
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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 Global Accelerator in Boston 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

Regionals 2020 Summits

Join Our Worldwide Community!

@hultprize
@hultprize
Hult Prize Foundation
Hult Prize Foundation

unxorn.org
STORIES OF IMPACT

HULT INTERNATIONAL BUSINESS SCHOOL
HULT PRIZE

United Nations Office for Partnerships