Information Session

Moonshot Cohort Experience, *Campaign Edition*

Spring 2024

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ASU Foundation
Arizona State University

About the Moonshot Cohort

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Overview

The Moonshot Accelerator Cohort positions teams of ASU faculty, staff and community partners to compete for and receive philanthropic moonshot funding to advance their charter-driven work that addresses social and environmental challenges.

Teams that participate in the cohort experience will:

- Develop their skills in moonshot thinking and apply moonshot frameworks to their ideas.
- Produce a useful set of deliverables, including a pitch deck and a written concept note.
- Present their pitch deck to philanthropic program officers in a culminating demo day.
- Submit their concept note to a real moonshot competition (The Audacious Project accepts rolling applications).

- Engage in philanthropic "competitive intelligence" to understand and engage with potential funders.
- Develop the materials, skills, and confidence to communicate ideas to external audiences.
- Build a network of ASU peers.
- Identify (and perhaps connect with) relevant community partners.
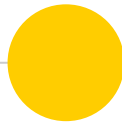
Campaign pillars

01   **Transform global education**

02   **Reshape our relationship with the planet**

03   **Empower community resilience**

04   **Build the future of health**

05   **Inspire tomorrow's game changers**

06   **Advance technology for good**

Campaign pillar descriptions

Transform global education

We believe in creating a world where **no one is excluded** from the **benefits of education**. We are uniquely positioned to fundamentally **change how education is delivered** in this century and beyond.

Build the future of health

We believe in creating a future where **every person has confidence in their health and well-being**. All of society must have **equitable access** to healthcare that promotes longevity and a **high quality of life**.

Reshape our relationship with the planet

We believe that we can and must make a **meaningful contribution to ensuring a habitable planet** and a future in which **well-being is attainable for all humankind**.

Inspire tomorrow's game changers

We believe the **solutions** to problems yet discovered will **require dreamers, visionaries and revolutionary leaders**.

Empower community resilience

We believe we have a **responsibility** to make our **communities better, stronger and healthier**.

Advance technology for good

We believe that great **technological strides** can and must be leveraged for a more **equitable future for all humanity**.

Cohort Structure and Composition

Cohort Composition

- Cohort 2 will be composed of 5-8 interdisciplinary teams with "moonshot potential" from across ASU.
- Participating teams will be expected to designate 2-3 core members who will attend every session.

Cohort Format

- Two semester program.
- Monthly 3.5 hour sessions, in-person on the Tempe campus.
  - These will consist of 2.5 hours required content and 1 hour of optional office hours to complete reflections or to prepare for the next session.
- Once a month, the Moonshot Accelerator team will host additional office hours.
  - 2 hours, virtual.
  - Opportunity to ask questions or conduct co-work on any pre-readings or deliverables.

How will it work?

Cohort Details

Cohort Content
Fall Foundations

August 2024-January 2025

- **Philanthropy 101/Moonshot Philanthropy:** Reviewing the history, present, and future of philanthropy for higher education, research/programs, and impact.
- **Impact:** Designing a Theory of Change to strategize, communicate and evaluate the impact of your work.
- **Equity:** Applying principles and practices of Deep Equity across the relationships, processes, structures, and outcomes of your work.
- **Relevant and Rigorous:** Exploring various pathways to "impact at scale," including scaling strategies and systems-thinking strategies.
- **Positioned for Credibility:** Assessing and advancing partnerships in your work.
- **Requiring a Large Scale of Resources:** Building a budget and a funding model that reflects your values and priorities.

Cohort Content
Spring Applications

February 2025- May 2025

- **Concept Note (part 1), Theory of Change, and Asset Based Framing:** Completing part 1 of your concept note; engaging in peer-feedback sessions on your Theory of Change; applying asset based framing principles to your communications products.
- **Concept Note (part 2), Philanthropy Planning, and Pitch Deck:** Completing part 2 of your concept note; strategizing your next steps for funder outreach; designing and building a moonshot concept pitch deck for funders.
- **Media Strategy and Pitch Deck:** Leveraging media to become discoverable by funders; engaging in peer-feedback sessions on your pitch deck.
- **Final Prep 1:1 Sessions:** Practicing your pitch before Demo Day.
- **Demo Day:** Presenting your concepts to real philanthropic program officers.

Eligibility

You should apply if you are…

- … driven by the social and/or environmental impact of your work and believe you have a charitable cause.
- …can align your work and concept with at least one pillar of the Changing Futures Campaign.
- … a team with a learning mindset and the capacity to commit to ~4-5 hours of work per month across two semesters.
- … a team who plans to send 2-3 core members (ASU faculty/staff) to each session.
- … a team who is new or relatively new to philanthropy and/or to moonshot-scale philanthropy.
- … a team who may or may not have current community partners, but seeks and understands community partners as crucial to their work.
- … a team with ideas that are in early or middle testing phases; ideas that need additional testing and refinement ahead of scaling or accelerating.
- … a team from any college, school, or other unit across ASU.

Eligibility

You should NOT apply if you are…

- … an Individual PI
- …. team who has already been a finalist for or winner of an 8- or 9- figure gift.
- … a team who cannot commit to full participation across both semesters.
- … a team who does not have a charitable cause to their work.

Application Instructions

- Applications will open on March 5th at 5pm.
- Applications will be due on March 26th at 5pm.

Completing the application

- Download the application and complete it in the format of a Word document.
- Please be mindful of word count maximums. There is no penalty for writing fewer words than the max, so long as the question is satisfactorily answered.
- Please ensure you address all aspects of multi-part questions.

Submitting the application

- Applications should be submitted as a Word document.
- Applications should be submitted to Michelle Govani, Director of the Moonshot Accelerator, at michelle.govani@asufoundation.org by the deadline.
- Applications should be saved with the following title convention: "TeamName_MoonshotCohortApplication2024" (you may determine your own team name or use the last name of one or more team members).

Application/Selection Timeline
May-July 2023

1

Application Opens

March 5, 2024

2

Application Due

March 26th, 2024

3

Internal Review Process

April 1- April 30, 2024

4

Interview Invitations sent to Selected Teams

May 10, 2024

Final Selections targeted for end of May.

Review Process
Selection Criteria

- **Impact**
- **Positioning and Credibility**
- **Community Engagement**
- **Equity**
- **Relevant and Rigorous**
- **Scale of Resources and Philanthropic Need**
- **Campaign Alignment**

Criteria	1 (Not Meeting)	2 (Approaching)	3 (Meeting)	4 (Exceeding)
Impact	Does not present an adequate, well-timed approach to a substantive problem; approach struggles to achieve results with limited indication of positive impact; local or conventional in nature (could use more ambitious thinking).	Conveys an appropriate approach to a serious problem; approach shows limited impact, limited breadth and depth; some level of ambition.	Conveys an effective approach to a difficult and dire problem; approach delivers substantial impact with either considerable breadth or depth; significant level of ambition.	Illustrates a powerful approach to solving a compelling and crucial problem; approach delivers impressive impact and both breadth and depth; exceptional level of ambition.

Campaign pillars

01 **Transform global education**

02 **Reshape our relationship with the planet**

03 **Empower community resilience**

04 **Build the future of health**

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Review Process

Review Panel and Team Interviews

Review Panel
- The review panel comprises representatives from ASUF and ASU.

Review Process
- Each application will be reviewed by ~3-4 reviewers.
- Top scoring teams will be invited to participate in a team interview with the Moonshot Accelerator staff to confirm participation.

Commitment to a fair and equitable review process
- All reviewers are required to complete an implicit bias training.
- Reviewer scores will be averaged.

Current Teams

ASU Local (Learning Enterprise):
Taylor Pineda, Ameer Kimel-Malleawany, Madison Sutton

ASU Prep Microschools (MLFTC):
Megan Hanley, Courtney Klein, Beatriz Rendon

Earned Admission (Learning Enterprise): Lukas Wenrick, Scott Weatherford, Caroline Dunn-Rankin

Project Cities (GFL): Anne Reichman, Julia Davis, Alison Almand

Ethiopia Plastics (The College): India Schneider-Crease, Noah Snyder-Mackler, Tyler Eglen

Democratizing Environmental Data (The College, FSE, GFL): Leah Gerber, Gwen Iacona, Erik Johnston

Indigenous Health Equity Research Initiative (The College, CHS): Angela Gonzales, Nate Wade, Jacob Moore

OLLI (Watts): Jared Swerzenski, Aaron Guest, Nate Sawyer

"I enjoy and look forward to our monthly in-person sessions. They are a perfect balance of content, conversation, and team building."
-   Angela Gonzales, Indigenous Health Equity Research Initiative

"Our team has learned so much through the presentations, speakers, activities, and opportunities for reflection. I am very impressed by the quality of the content, worksheets/activity sheets, and the overall thoughtfulness and intention behind each session's pre-work, session work, and homework."
-   Julia Davis, Project Cities

I am enjoying the program. I am realizing we may not have been as prepared as we would want to be to go through this program. Going through has given me a lot of ideas and tools I plan/have been using in my other work - and even helped me to identify [an additional] project that is a great criteria for moonshot type funding."
-   Aaron Guest, OLLI

ASU

Lessons Learned

Circling Back/Spiraling

Session/Worksheet Roadmap

Moonshot Vision/ Experiments for and toward Investment

Caffeine Available at All Sessions

Part 1: Within your Team; Part 2: Across your Teams

Faculty Don't Come to Office Hours Either

Q&A Session

Join our Mailing List!
https://forms.gle/vMjBNvNHzvx7hb367