Moonshot Cohort, Application Template

Application Instructions

**Timeline:**

* Applications open on March 5, 2024.
* Applications will be **due on March 26, 2024, at 5pm.**
* Reviews will be completed by May 10th (this date is subject to change depending on the volume of submissions).
  + Selected teams will be invited to a final interview with the Moonshot Accelerator.
  + Teams who are not selected will receive communication alerting them of their status.

**Before you apply:**

* Review the [cohort expectations, requirements and eligibility criteria](https://docs.google.com/document/d/1pfYBic6FOwEYLpGX2yaDj1iOE6yyBjYlFHMzn_J4wwk/edit#heading=h.qoyqssul3y2j) to ensure that you are eligible for this opportunity.

**Completing the application:**

* Complete the application in the format of a Word document.
* 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.
* **You can review the evaluation rubric** [**here**](https://docs.google.com/document/d/1tRYRFQKZkbEYzkh4HjvIQdFGZuw2p0ILwtXevyMaSTU/edit#heading=h.7u5efief8kyf)**.**

**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**](mailto: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).

**After you’ve applied:**

* Applications will be evaluated by a review panel composed of ASUF staff and ASU staff and faculty members.
* Top scoring teams will participate in a team interview with Moonshot Accelerator staff to review the cohort process and confirm participation.

Application

**Background Information**

*Please share the information below for each member of your team. If needed, use copy and paste to add additional team members beyond what we have provided below.*

**Team Member 1**

Name:

Job Title/ ASU Affiliation:

Email:

**Team Member 2**

Name:

Job Title/ ASU Affiliation:

Email:

**Team Member 3**

Name:

Job Title/ ASU Affiliation:

Email:

**Quick Pitch**

**Project Title (10 word max)**

<text here>

**Project Description (25 word max)**

*Provide a brief description of your project.*

<text here>

**Executive Summary (150 word max)**

*Write an overview of your project. Your answer should include:*

* *A brief description of the problem that you are trying to address.*
* *How you will address the problem (i.e., your approach).*
* *The impact your project will have on the lives of those whom you will serve (including historically marginalized people within that population) and/or with whom you will collaborate.*

<text here>

**Positioning and Credibility**

**Which of the following best describes your idea?**

* *We are in the ideation phase.*
* *Individual components have been tested.*
* *We have completed pilots or early tests of this idea and have positive results; it’s now time to accelerate, evolve, or grow and test this further.*
* *This is a proven idea ready for massive adaptation, scale, and/or acceleration.*
* *Other.*

If you selected “Other” above, please elaborate (20 words max):

<text here>

**Team Statement (350 word max)**

*How is your team uniquely positioned to do this work and address this problem? Include:*

* *Who is on your team and what is each team member’s role?*
* *How does your positioning within or relationship to ASU and any other community partner organizations benefit your team and your idea?*
* *What relevant experience do you have that highlights your ability to deliver results?*
* *How is your team representative of the communities that you hope to serve with your idea?*

<text here>

**Community Engagement**

**Social Embeddedness Statement (250 word max)**

* *How do you engage community partners (or how do you plan to engage them) in authentic and meaningful ways across the various stages of your idea from design to implementation, to measurement and evaluation?*

<text here>

**Vision for Impact**

**Impact Statement (250 word max)**

*What is your vision for impact? Include:*

* *How will the world be different if you achieve impact?*
* *Who would this future state be better for? Is this an inclusive vision for the future?*

<text here>

**Problem Statement (250 word max)**

*Describe the specific challenges that your idea will address (avoid using jargon). If appropriate, connect your response to any larger social concerns or systems. Include:*

* *Who is impacted by the current problem?*
* *Why does the problem exist in the current environment?*
* *What are the root causes of the problem?*
* *Why is this an important problem to address?*

<text here>

**Relevant and Rigorous**

**Idea Statement (300 word max)**

*How does your idea meaningfully contribute to addressing the problem? Include:*

* *Describe your idea/approach.*
* *What evidence do you have, or why do you believe that the idea you propose will work, with consideration of the root causes you described above?*
* *Why is now the right time to address this problem? (i.e., what is unique about this moment for this problem?)*

<text here>

**Outcomes and Sustainability (250 word max)**

* *How will you know if your approach is successful?*
* *What is your plan for continuous improvement?*

<text here>

**Equity**

**Equity Statement (250 word max)**

* *How does equity inform your team’s approach?*

<text here>

**Scale of Resources and Philanthropic Need**

**Resources Statement (250 word max)**

*Explain the possible costs to implement your idea and why philanthropy is the best funding source. If possible, please include:*

* *A sense of what it would cost (in money and time) to implement your idea to its fullest potential.*
* *Why philanthropic dollars are uniquely suited for this opportunity.*

<text here>

**Changing Futures Campaign Alignment**

**Select the campaign pillar(s) that your idea aligns with.**

*You can select more than one pillar if your idea aligns with more than one. Scores will not be impacted by the pillar you select, nor the number of pillars that you select. We are seeking alignment with at least one.*

* ***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.*
* ***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.*
* ***Empower community resilience****: We believe we have a responsibility to make our communities better, stronger, and healthier.*
* ***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.*
* ***Inspire tomorrow’s game changers:*** *We believe that the solutions to problems yet discovered will require dreamers, visionaries, and revolutionary leaders.*
* ***Advance technology for good:*** *We believe that great technological strides can and must be leveraged for a more equitable future for all humanity.*

**Campaign Pillar Justification (250 word max)**

* *How does your idea specifically align with the campaign pillar(s) that you selected above?*