Information Session

Moonshot Cohort Experience, Campaign Edition

Spring 2024

Presenters: Michelle Govani and Monro Obenauer
About the Moonshot Cohort

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- Details
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- Application
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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.
Changing Futures
For Arizona. For the world.
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

Timeline
● 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

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<tr>
<th>Criteria</th>
<th>1 (Not Meeting)</th>
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<tbody>
<tr>
<td>Impact</td>
<td>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).</td>
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<th>Criteria</th>
<th>2 (Approaching)</th>
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<td>Impact</td>
<td>Conveys an effective approach to a difficult and dire problem; approach delivers substantial impact with either considerable breadth or depth; significant level of ambition.</td>
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<th>Criteria</th>
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<td>Impact</td>
<td>Illustrates a powerful approach to solving a compelling and crucial problem; approach delivers impressive impact and both breadth and depth; exceptional level of ambition.</td>
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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
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
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/vMjBNvNHzx7hb367