“Sustaining Global Health” – a Grand Challenges Exploration Proposal Competition
November 14th, 2012

“One bold idea. That’s all it takes” – Bill & Melinda Gates Foundation

The 7th Annual Business Ethics Proposal Competition
Co-hosted by the Business Ethics Society of the Poole College of Management
and the Office of International Affairs Global Health Initiative

The 7th Annual Business Ethics Proposal Competition invites graduate and undergraduate student teams of 2-4 students to propose projects that address the management, economic, ethical, and technological issues pertinent to sustaining global health. Winning presentations will provide a strategic and creative real-world solution to a global health Grand Challenge in a manner that responds to the Judging Criteria (see Judging and Grand Challenge list on next page).

AWARDS

The Proposal Competition cash awards are funded by the Poole College of Management. All awards will be divided equally amongst team members:

Graduate Track
- 1st Place: $400
- 2nd Place: $200
- 3rd Place: $150

Undergraduate Track
- 1st Place: $400
- 2nd Place: $200
- 3rd Place: $150

Awards are earned by team presentation of a response to case facts that is thoroughly researched and offers recommendations that are relevant to the affected communities and current strategies, develops creative solutions and implementation models, and assesses health and economic impacts.

INSTRUCTION TO COMPETITORS

Presentations will take place Wednesday, November 14th, 2012, commencing at 2:30 p.m. in the Nelson Hall Board Room for Graduate Student teams (3rd floor) and Room 2405 for Undergraduate Student teams. The Awards Reception begins at 5:30 p.m. in the Nelson Hall Student Commons (2nd floor).

- This is a team-based competition and an individual student can only participate as a member of a team. The team must be made of at least two members and a maximum of four. There will be two tracks, an Undergraduate level track and a Graduate level track.
Click HERE to register your team in the competition and sign up for a presentation slot.

- Working together with your team, create a 10-minute in-person, oral presentation (or pitch) with supporting PowerPoint slides to respond to the Grand Challenge you have selected. Refer to the list of Grand Challenges provided but do not limit your creativity to the list if you find another topic that fits within the general theme of the competition.

- The presentation can be made by one or more members of the group, but all members must be present and able to respond to questions. There will be 10 minutes of Q&A following your presentation.

- Please also include two supplementary slides: (1) references and (2) a short (one-sentence) description of each group member’s contributions to the overall project (you do not need to go over these slides during your presentation).

- All presentations must be submitted as a PowerPoint presentation readable by Microsoft Office 2007 for Windows, and emailed as an attachment to gsyoun@ncsu.edu before Wednesday, November 14th, 2012 at 8:30am. Entries emailed late will NOT be accepted to the competition. **No changes to your presentation will be allowed after that time.**

- Presentations will be loaded onto the computer and projection screen for you by an event planning team member.

  **Presentation Time:** Each team will have a total of 20 minutes.
  - 10 minutes are allotted to the presentation
  - 10 minutes are allotted to Q&A with the judges
  - Timing will be strictly adhered to and controlled by a Timer.
  - You will be given 5 and 2 minutes warnings during the presentation
  - Leftover time from the presentation may be used for Q&A from the judges.
  - Teams may not view other teams’ presentations until they have delivered their own presentation.

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**SCHEDULE**

The schedule for the day is as follows:

<table>
<thead>
<tr>
<th>Day</th>
<th>Time/Place</th>
<th>Event</th>
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<tbody>
<tr>
<td>Wednesday</td>
<td>2:30pm – 4:50pm Nelson Hall Board Room</td>
<td>Graduate Team Presentations to Judges</td>
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<tr>
<td>11/14</td>
<td>Sign up for presentation time HERE</td>
<td>• Teams will have 10 minutes to present followed by 10 minutes of Q&amp;A from the judges</td>
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<td></td>
<td></td>
<td>• Teams awaiting their presentation time slot are NOT permitted to watch other presentations</td>
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2:30pm – 4:50pm
Nelson Hall Room 2405
Sign up for presentation time HERE

Undergraduate Team Presentations to Judges
• Teams will have 10 minutes to present followed by 10 minutes of Q&A from the judges
• Teams awaiting their presentation time slot are NOT permitted to watch other presentations

5:00pm – 5:30pm
Reception/Judge Deliberation
Students and friends are welcome to gather in the Student Commons area for the reception

5:30pm – 5:45pm
Student Commons Area
Remarks from Dean of Poole College of Management, Ira R. Weiss

5:45pm – 6:15pm
Awards Ceremony
• Judge Acknowledgment
• Winners Announced

JUDGING

The judging panel will evaluate the proposals, looking for the most sustainable, financially justifiable, and acceptable course of action. Be prepared to answer questions that may force you to think on your feet. Your proposal recommendations should be specific and executable. In evaluating proposals, judges will consider the following:

- Creativity and innovation
- Rationale and justification for solution(s)
- Delivery of proposed solution(s)
- Clarity and organization

JUDGING RUBRIC

<table>
<thead>
<tr>
<th>Category</th>
<th>Points Possible</th>
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<tbody>
<tr>
<td>Creativity and innovation of proposal</td>
<td>25</td>
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<tr>
<td>• Thorough analysis of the problem</td>
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<tr>
<td>• Definition of specific problem(s) for analysis</td>
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<tr>
<td>• Practicality of solution(s)</td>
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<tr>
<td>Rationale and justification</td>
<td>25</td>
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<tr>
<td>• Impact of proposed solution(s) on achieving goal</td>
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<tr>
<td>• Economic, time and personnel feasibility and management</td>
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<tr>
<td>• Sustainability of solution(s)</td>
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<tr>
<td>Delivery of proposed solution(s)</td>
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<tr>
<td>• Analysis of challenges and weaknesses</td>
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<tr>
<td>• Consideration of multiple perspectives</td>
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<tr>
<td>• Consideration of underserved and vulnerable populations</td>
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</table>
Clarity and organization
• Clarity and organization in the presentation
• Command of questions and feedback

**SUGGESTED PRESENTATION FORMAT**

Below is a suggested outline for a strong presentation. You are not limited to this format but we encourage you to cover the topics listed in this format. We encourage you to design a venture that will develop and deliver a feasible response to a current global health issue.

I. Introduction
II. Problem Statement
III. Solution/Design
IV. Impact/Scalability
V. Budget/Management

**GRAND CHALLENGE**

We seek presentations that integrate skills in business management, life sciences, and communication technology to describe compelling, collaborative, and innovative pilot projects that help communities in challenged countries solve problems of poverty, illness, and malnutrition in sustainable ways. Sustainability means that, after the pilot phase, the project activities can continue to operate and grow the number of communities it covers without reliance on assistance from donors.

We are looking for presentations that will demonstrate the feasibility of sustainably distributing essential goods and services for the health of communities in emerging markets. Examples of essential goods and services include nutrition, healthcare, and education. Examples of projects that fit this competition might include, but are not limited to:

- Mobile and Wireless Technology to collect, monitor, and distribute information on:
  - Availability, demand, distribution and reordering of essential goods such as food, water, medicine.
  - Patient diagnosis, tracking, and outcomes.
  - Counterfeit or diverted assets.
  - Pharmaceutical and food safety, spoilage, and storage.
  - Educational materials for health care literacy.

- Entrepreneurial initiatives to create profitable markets in emerging markets that will:
  - Develop nutrition and health care channels in partnership with local entrepreneurs and businesses.
  - Apply efficient production and supply chain management techniques to increase the manufacture and use of essential goods in challenged communities.

All presentations must include specific information about how the proposed project will address a specific global health issue and explain its importance, identify the community that will be reached, explain how the project will be sustained over time and scaled up without reliance on donations, and provide a clearly reasoned explanation for the likelihood of success.
MORE EXAMPLES : GATES GRAND EXPLORATION CHALLENGES


New Approaches in Model Systems, Diagnostics, and Drugs for Specific Neglected Tropical Diseases
More Info:
http://www.grandchallenges.org/Explorations/Topics/Pages/NeglectedTropicalDiseasesRound10.aspx

Labor Saving Innovations for Women Smallholder Farmers
More Info:
http://www.grandchallenges.org/Explorations/Topics/Pages/WomenSmallholderFarmersRound10.aspx

New Approaches for the Interrogation of Anti-malarial Compounds
More Info:
http://www.grandchallenges.org/Explorations/Topics/Pages/AntiMalarialCompoundsRound10.aspx

Aid is Working. Tell the World (Part 2)
More Info:
http://www.grandchallenges.org/Explorations/Topics/Pages/GHCommunicationsRound10.aspx