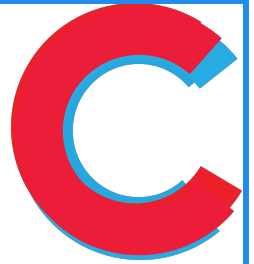


NEW CHALLENGE



Evaluation Criteria | Applicants

Problem Definition

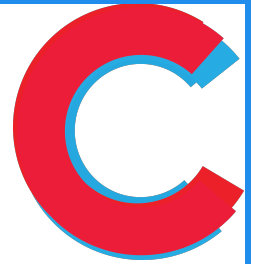
- ◇ What social and/or environmental challenge does your project seek to address?
- ◇ Why it is imperative this unmet need be addressed?

100 Words Max

- ◇ What is your understanding of the root causes of the problem, as well as any barriers that have hindered progress in addressing this issue?
 - What is the scope of the problem in terms of the communities or people affected?
 - What are the current social, political, legal, and economic trends affecting this issue?

200 Words Max

NEW CHALLENGE



Innovation of Potential Solutions

- ◇ What are the key components of your solution to address the previously defined social and/or environmental challenge?

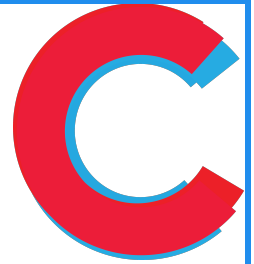
150 Words Max

- ◇ Demonstrate your knowledge of existing approaches that address this problem and describe the ways in which your solution is innovative?

This does not mean the approach has never been tried previously, but rather that this is a unique and compelling application of the idea.

150 Words Max

NEW CHALLENGE



Potential for Social Impact

- ◇ What value will your project create and for whom?
- ◇ What is your theory of change?

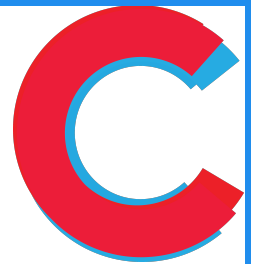
Your approach can take on many forms: social ventures, games, technology applications, policy initiatives, media-related projects, community-based project, performance pieces etc.

100 Words Max

- ◇ As you envision your project five years in the future, what are your goals in terms of the type and scale of impact you wish to achieve?
- ◇ What critical assumptions are you making about what it would take to reach these goals?

100 Words Max

NEW CHALLENGE



- ◇ What indicators will you use to track your progress towards your expected outcomes?
- ◇ What specific milestones or targets do you hope to reach and by when?

100 Words Max

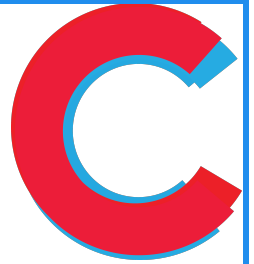
Feasibility

- ◇ How will you implement your project over the next twelve months starting from the grant award date in June 2016?
- ◇ Please include an action plan or timeline that includes your goals, milestones, and key activities.

New Challenge recognizes that many projects will require more than one year to successfully implement, however we ask that you please focus your implementation plans on a twelve-month period for the purpose of this application.

200 Words Max

NEW CHALLENGE



- ◇ Do you foresee any challenges in implementing your project, and if so, how might you address these?

100 Words Max

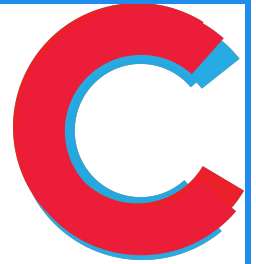
- ◇ What steps have you taken to develop your idea thus far? What feedback have you received, if any?

100 Words Max

- ◇ What level of funding do you believe you need to advance your project in the coming year?
 - Have you raised other funds for this project, and if so, how?
 - If not, what ideas do you have about seeking additional sources of funding?

100 Words Max

NEW CHALLENGE



Please include a narrative accompanying the two versions of your budget to clarify assumptions behind the numbers.

Team Leadership

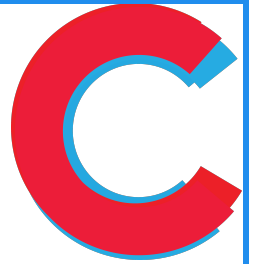
- ◇ What sparked your interest in the problem you have identified? How long have you been working on this idea? How does the project connect to your career aspirations and/or personal aspirations?

150 Words Max

- ◇ How are you and/or your team uniquely qualified to effectively implement this project? In what ways have you demonstrated the leadership, commitment, perseverance, skills, and experience needed to attract people, money, and other resources to this issue?
- ◇ Is your project led by a primary applicant who will be enrolled at The New School for another year following the awarding of funds?

150 Words Max

NEW CHALLENGE



Collaboration

- ◇ Who are your existing or emergent partners and advisors (people, communities, organizations, etc.)? What are their roles and what capabilities do they bring that complement your own?

150 Words Max