

# Dhaka Insider

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## BRAC Business School presents HULT Prize @ Competition 2016

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After the successes of both Regional Finalists of 2014 and 2015, BRAC Business School once again presents HULT Prize @ Competition 2016 at BRAC University.

HULT Prize is world's largest student competition that aims to groom the next wave of social entrepreneurs. Working since 2009, 600 schools globally have represented themselves at this renowned competition to solve a pressing social issue faced by millions around the world. The HULT Prize Foundation is a not-for-profit organization that encourages the world's brightest business minds to compete in teams to solve the planet's biggest challenges with innovative ideas for sustainable start-up enterprises. Annual HULT Prize winners can make their ideas reality with the help of USD 1 million in seed funding. Additionally, through their structured approach to meet the competition rounds, HULT Prize actively seeks to create a new kind of social business.

Each team of participants, or the future social entrepreneurs compete with 20,000 other schools to get selected for the regional competition. Once the team makes through the regionals, they are only a step away to reach the finals and begin their journey of a game-changing social startup.



BRAC University first made it to the Regional Finals in Shanghai of HULT Prize in the year of 2014 with a team of 5. The success of this team stood out with the pride of pitching their social business plan in platforms like Bangladesh Startup Cup 2014, Jolkona Catalyst Program and also by mentoring their presentation skills in their academic institute. This team

was also approached by HULT Prize Foundation to organize HULT Prize @ Competition 2015 at BRAC University and spread the word and ensure that the reach of impact extends far beyond the five regional competitions. This not only gave the participants 1.5 months more time to groom up for their regionals but also gave HULT Prize 2015 a team ahead their preceding one. Team 2015, or Team Sneho finished second in the regional finals of the competition and got the chance to make it to the grand finale via wildcard. There they did an astounding job and made it to the top 8 of 32 teams worldwide. Sneho not only made their impact within the borders of Bangladesh, but were globally recognized as well. They received immediate recognition at home being invited as guest speakers at Social Business Youth Alliance and were proposed partnership Spreeha Foundation and its Humanity Foundation. Internationally, they have attended the Harvard Project for Asian and International Relations 2015 and participated in an accelerator program in USA hosted by Jolkona Foundation. With the impact already made by BRAC University, HULT Prize Foundation believes that BRAC University is already a legend at HULT Prize and they want this legacy to continue and with the legacy continued, BRAC Business School proudly brings HULT Prize @ BRAC University 2016 to the students of BRACU.



The banner features a city skyline illustration at the bottom. The text is arranged as follows:

- Top center: **BRAC Business School (BBS) presents**
- Below that: **HULT PRIZE @ BRAC University** (with 'BRAC University' in pink)
- Left side: **#BBS #hultprize #netimpact**
- Center: **REGISTER BY 7<sup>th</sup> Nov, 2015** (in a dark box)
- Right side: Register At: [www.hultprizeat.com/brac](http://www.hultprizeat.com/brac)  
Follow Us:  [hultatbracu](#)  
Media Partner:  Lilygal
- Bottom: **WIN \$1,000,000 TO LAUNCH YOUR STARTUP THAT WILL CHANGE THE WORLD**

The 2016 call to action of HULT Prize is focused on Crowded Urban Spaces: Generating income by connecting people, products, services and capital. Almost 1.5 billion people living in crowded spaces worldwide are struggling. People don't make enough money, they can't reach where they need to be, and they are living in unsafe spaces that lack infrastructure and connection to basic services. This is an opportunity that will not only help students relate to their regular increasing struggles due to urbanization but will also guide them to approach towards a solution that can be implemented to bring some real changes.

The competition in BRAC University will be in two phases from where one team will go through a thorough process of briefing and training to prepare them for regional finals in Shanghai upcoming March. Once selected, the team of 2016 will then begin their flight to build a new and impactful social enterprise.

The last date to apply for the BRACU students is on the **7th of November**, over their [website page](#), and for more info visit their FB page [here](#). The registering teams need to provide a write up on their business idea in 500 words and why their team needs to be selected in 300 words by the **10th of November** for initial screening. A briefing session for the registered teams will be held on the **9th of November**, where the summary of HULT Prize 2016 and the formats

will be discussed in detail. A minimum of 3 members per teams and a maximum of 4 members are allowed to register for the competition.

Your opportunity to make an impact is right in front of you, and as President Bill Clinton would have asked, "How will you turn your good intentions into real changes?"