

CC²

**GLOBAL COOPERATIVE CHALLENGE
STUDENTS' DECK**

Oct 1st 2013
June 30th 2014

A high-angle, slightly tilted photograph of a man in a dark suit walking across a city street. The street has white lane markings and a concrete curb. The man is walking from left to right, looking down. A semi-transparent blue rectangular box is overlaid on the bottom left of the image, containing white text.

**READY TO TAKE ON A NEW
CHALLENGE?**

A COOPERATIVE CHALLENGE TO REACH NEW HEIGHTS



A large suspension bridge, likely the Bix Creek Creek Bridge, is shown at night. The bridge's tall concrete piers and steel cables are illuminated with warm yellow lights. The bridge deck is visible, with some lights along its edge. In the background, a city skyline is visible across a body of water, with numerous lights reflecting on the water's surface. The sky is dark with some light clouds.

**A CHALLENGE TO BRIDGE
THE GAP BETWEEN THE EDUCATIONAL,
PROFESSIONAL & SOCIAL
ENTREPRENEURSHIP WORLDS**



**A CHALLENGE ORGANISED BY A GLOBAL
POSITIVE SOCIAL IMPACT ACCELERATOR:
SENSTATION**

The background of the slide is a dark blue field filled with numerous out-of-focus, colorful light circles in shades of yellow, orange, green, and pink, creating a bokeh effect. A semi-transparent dark blue rectangular box is positioned in the upper left, containing the text.

ONE MISSION:

**BRING STUDENTS, PROFESSIONALS & ORGANISATIONS
TOGETHER TO COLLABORATIVELY DEVELOP A NEW
GENERATION OF SOLUTIONS**

CONCEPT



**DEVELOP A SOLUTION
TO A SOCIAL OR ENVIRONMENTAL PROBLEM
THAT EITHER IMPROVES EXISTING APPROACHES
OR IS RADICALLY NEW!**

THE PRINCIPLES OF GC²



STUDENTS BECOME CHANGE-MAKERS

Change-makers develop solutions with the goal of maximizing long-term positive impact on their social environment



AND DEVELOP SOLUTIONS FOR THE WORLD THEY WANT

*Participants will design, plan and implement a product or service that addresses critical real-life problems **focusing on a triple bottom line** (people, profit, planet)*



IN A COLLABORATIVE CHALLENGE

*Any professionals and organisations (NGOs, Corporations, Universities, Networks) are welcomed to help students with **mentoring and coaching services, advertising and financing***

THE STAGES

1. IDEATION

1st of October - 15th of December 2013

Online Applications and Market Test

APPLY AND START YOUR IDEA

2. CREATION

8th of January - 31st of March 2014

Business Plan Development

20 TEAMS IN THIS STAGE

3. ACTION

1st of April - 30th of June 2014

Crowdfunding and Implementation Plan

8 TEAMS IN THE FINAL STAGE

HIGHLIGHTS

4 TYPES OF APPLICATIONS

Students as participants

Professionals as mentors

Organisations as partners

Universities as local incubators

MENTORING PHASE

1 guiding coach for each team +
connections with mentors

SENS 24 CONFERENCE

Presentation of all projects during an
online conference

SENS CROWDFUND

1 month crowdfunding event for the 8
finalists + service package

SENS ROAD SHOW

Pitch of the 8 finalists will be sent to
experts and investors

EVALUATION

Selection by SENStation

Selection by the community

What you give is what you get

OUR PARTNERS



**AN AMAZING NETWORK OF PARTNERS*
WILL HELP YOU BRING YOUR IDEA TO LIFE**



**More partners are expected to join during each phase. The GC² is a continuous process to give the best resources to the best teams.*

THE RULES OF ENGAGEMENT

A group of six young adults, three men and three women, are sitting on a metal bridge railing. They are all facing away from the camera, looking out over a vast, hilly landscape covered in dense, golden-brown trees, suggesting an autumn setting. The lighting is warm and soft, creating a peaceful and contemplative atmosphere. The bridge railing is made of grey metal beams.

BUILD A DREAM TEAM* WITH BRIGHT HORIZONS FOR YOUR IDEA

**Minimum of two students (university level, any major, any nationality), students can come from different schools.*

A photograph of a person's hands writing in a small notebook on a wooden table. A brown leather bag is in the background. On the table are a glass of water, a smartphone, a tablet, and a cup of coffee. The text 'BE CONNECTED*' is overlaid on the left side.

BE CONNECTED*

**Seek professional advice and customer feedback for your idea as soon as possible.
Coaching and mentoring sessions will most likely be conducted online.*



THE GRASS CAN BE GREENER FOR EVERYBODY*

**You are not competing against each other, you are building and developing ideas to make the world better for everyone.
The more you give to others, the more you will likely receive at any stage of the challenge.*

PARTICIPATE IN A FLEXIBLE WAY*

**Students can freely move to different teams at any stage of the challenge. Teams can merge and create partnerships.*



THE DETAILS OF EACH STAGE

STAGE 1: IDEATION

APPLICATION PROCESS & MARKET TEST

1st of October -15th of December 2013

SEEDS	FRUITS
Answer all questions on f6s.com/gc2	Start your entrepreneurial journey that can change you forever
Create and animate social media accounts with your idea mentioning #GC² and @senstation_org	Get visibility on social media
Collect as much feedback as possible to better develop your idea further	Create awareness for your idea

EVALUATION

16th of Dec to 7th of Jan 2014

SENStation team and stakeholders will choose up to 20 projects examining

**TEAM SPIRIT
& ABILITIES**

**TRIPLE BOTTOM
LINE POTENTIAL**

**SCALABILITY &
REPLICABILITY**

**WOW-EFFECT &
INNOVATIVENESS**

STAGE 2: CREATION

BUSINESS PLAN DEVELOPMENT

8th of January – 31st of March 2014

SEEDS	FRUITS
Develop a business plan for your idea	Each team will be appointed with mentors to help you with your project
Create a 3 minute video of your project with a focus on the impact it can have on society	Make valuable connections , receive insights and get promotion for the implementation of your ideas
Collect as much feedback as you can from your future clients and partners	Start creating a movement and buzz around your project

SENS24 CONFERENCE

23rd of March

Present your project in a unique online conference

EVALUATION

25th to 31st of March

Online voting from all over the world will determine the 8 projects entering the Finals

STAGE 3: ACTION

CROWDFUNDING & IMPLEMENTATION PLAN

1st of April – 30th of June 2014

SEEDS	FRUITS
Develop an implementation plan and initial partnerships for your project	Finalists will raise financing during a crowdfunding event to launch their project
Get ready for a pilot by designing or prototyping a minimum viable product if possible	The 8 finalists will pitch to experts and investors during the SENS ONLINE ROAD SHOW
Connect with past projects to receive support	All finalists will join the SENStation Network

SENS CROWDFUND

1st to 30th of April

A unique one month crowdfunding event will be organized for all finalists. We will charge 5%-10% commission for developing SENStation project. Finalists will also receive a gold package of services from our partner **f6s** (up to \$420k in company services)

SENS ONLINE ROAD SHOW

1st to 30th of June

Each finalist will send us a pitch that will be shared to a selection of experts, journalists and investors. The 3 ideas with the highest potential will be announced June 30th

A landscape photograph showing a field of green grass and numerous small white flowers. Several tall, thin pine trees are scattered across the field. The sky is blue with soft, white clouds, suggesting a sunset or sunrise. A semi-transparent blue banner is at the top left, containing white text.

IN GC² EVERYBODY WILL WIN*

**Finalists will join the SENStation Network. All other participating teams will have developed a position to make their ideas reality.*



THIS OPPORTUNITY WILL COME ONLY ONCE A YEAR

**FROM THE 1ST OF OCTOBER TO THE 15TH OF DECEMBER,
REGISTER TO JOIN THE GLOBAL COOPERATIVE
CHALLENGE: GC²**

APPLY TO GC²

WWW.SENSTATION.ORG