

Impact League Entry Form

Draft your idea here, then register at innovation.nfte.com and complete your submission online.



Part I: General

What is the name of your innovative idea, service, or product?

Which challenge are you entering?

Part II: Empathize

Review the issues addressed by this challenge and identify the individuals or groups that are most impacted. Is there a particular problem you want to solve, or an unmet need that you need to see a way to fulfil? Your solution might be for those who are directly impacted by the problem, or it might be for those who can be activated to help.

Build a profile of your target customer using their geographic (where your customer lives), demographic (social and economic data such as age, occupation, income, etc.), or psychographic (attitudes, beliefs, or interests) traits.

Who is experiencing the problem you are working to solve?

TIP: Be specific. Think about a group or community that faces a real challenge. Are they students, caregivers, small business owners, people in your city, or someone else?

Define the problem you want to solve. This challenge is broad, so think about one specific problem you want to solve for your target customer.

What problem or need are you trying to solve for your customer?

TIP: Explain clearly what makes this a real problem for people. Why does it matter? What happens if it goes unsolved? Examine the root cause, and not just the symptoms.

Part III: Ideate

Now, brainstorm! Then pick your best idea and describe it.

Try the rapid ideation exercise. Set a timer for up to 10 minutes and write down as many ideas as you can to meet that customer's need or want. Even crazy ideas. Don't limit yourself. When the time is up, go through your list and pick your best idea.

Which grabs you most? Think through how you might make that idea work.

What is your innovative idea to solve the problem and how will it work?

TIP: This is an ideation competition, so you don't need to be able to perfect all the moving parts yourself right now. Explain how your idea would be used. Walk us through it step-by-step.

What makes your innovation different or better than existing solutions?

TIP: Highlight what makes your idea unique or what distinguishes it from similar solutions/competitors.

Your Logo

TIP: Your logo should be appealing to look at and relate to your innovation in some way.

Part IV: Prototype

Even great ideas need a plan! This section helps you think about how your solution could be supported, grow, or raise money, whether it's a business, nonprofit, or a school project.

What type of group or funder would be the best fit to support your idea?

- ☐ A business or company (private sector)
- ☐ A non-profit organization (NGO)
- ☐ Government agency or public program (local, state, or federal)
- ☐ School, college, or education system
- ☐ Grassroot organization/ community localization
- ☐ International group (like the UN/WHO)
- ☐ Crowdfunding (like GoFundMe)

TIP: Choose the group that makes the most sense to support your idea. Think about who already works on similar problems! You don't have to name any specific organization or company, just pick the type that makes the most sense to you.

How would your solution remain sustainable?

TIP: Can it generate money? Get support from a funder? Grow with more users or partners? Tell us how your idea could keep going.

Part V: Reflection

How did working on this challenge change how you see the world, or how you approach problems?

What's one thing you would improve or explore more if you had more time?

Why is contributing to this challenge important to YOU?