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 you want to fulfill? Your solution might be for those directly impacted, or for those who can be activated to help.

Build a profile of your target customer using their geographic, demographic, or psychographic 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 — 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 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? Look for the root cause, not just the symptoms.

Part III: Ideate

Now, brainstorm! Try the rapid ideation exercise: set a timer for up to 10 minutes and write down as many ideas as you can to meet your customer's need. Don't limit yourself — even the wild ideas count. When time's up, pick your strongest idea.

What is your idea, how would it work, and what makes it different from what already exists?

TIP: Walk us through it step-by-step — you don't need to have every moving part figured out yet. Then tell us what makes your version different or better: is it the approach, the audience, the delivery? A judge should be able to tell your idea apart from a similar one after reading this.

Optional: Show us your idea — a logo, sketch, or mockup

TIP: This is optional and not scored. It just helps judges picture your idea — hand-drawn is completely fine. Skip it if drawing isn't your thing; it won't affect your score either way.

Part IV: Implementation & Sustainability

Even great ideas need a plan for how they'd actually work in the world — whether as a business, a nonprofit, or a school project.

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

(Dropdown: business/company · non-profit organization · government agency or public program · school/college/education system · grassroots/community organization · international group like the UN/WHO · crowdfunding)

TIP: Think about who already works on problems like this one. You don't need to name a specific organization — just pick the type that makes the most sense.

How would your solution remain sustainable?

TIP: This is where judges want to see your thinking, not just your final answer. Walk through why the type of support you picked above actually makes sense for your idea — can it generate money, get backing from a funder, or grow with more users or partners? What would need to be true for it to keep going?

Part V: Reflection

What did working on this challenge teach your team about the problem, and what's one thing you'd want to explore further with more time?

TIP: Answer this together as a team if you worked as one — what did you learn about the people you're designing for, or about how you think through problems? What would you dig into next if you had another week?