



Suren G. Dutia & Jas K. Grewal

G L O B A L
IMPACT
A W A R D

2018 WELCOME KIT



SKANDALARIS
CENTER WHERE CREATIVE
MINDS CONNECT

ABOUT THE AWARD

Thank you for your interest in the Suren G. Dutia and Jas K. Grewal Global Impact Award. The award was founded in 2013 to support the vision and passion of Washington University in St. Louis students, postdoctoral researchers, and recent alumni who are creating ventures that are scalable, sustainable, and quick-to-market with proof of concept and a broad impact.

This award, provided by and named for Washington University alumnus Suren G. Dutia and his wife Jas K. Grewal, invests in individuals and high-growth entrepreneurial ventures that apply technology for developing for-profit/nonprofit solutions that spur economic growth and catalyze social change.



The donors recognize that Washington University students and recent alumni have the potential to utilize technology to develop solutions to real-world problems. With this award, the donors intend to provide the selected applicants with financial, mentorship, and relationship resources that accelerate the growth of their high-impact ventures. For more information about the donors, see their bios on Page 9.

The intent of this award is to be utilized in perpetuity to inspire an interdisciplinary expansion of entrepreneurship and innovation at Washington University. It is the strong desire of the donors that recipients be encouraged and motivated to give a portion of their future earnings or to offer venture equity designated for the Suren G. Dutia and Jas K. Grewal Global Impact Award so that others may also benefit from similar assistance through future contributions of resources and through growth of this fund.

The award provides this support to selected teams to help them achieve their highest potential. The process provides much more than funding; through the experience, entrepreneurs learn and develop their personal networks as well as their ventures.

For information about the donors' gift, see the gift announcement in the following Washington University Record article: [Link](#). This welcome kit will provide an overview of the process and will help answer any questions you may have. We are excited to present this opportunity and wish success to all who enter!

OVERVIEW

The donors believe that Washington University students, scholars, and alumni have the knowledge and skills to address the world's most pressing problems. Along with that ability, they believe entrepreneurs succeed because of the opportunities including education, mentoring, and access to capital, and that entrepreneurs have an obligation to give back in appreciation of their opportunities. (See Appendix A, "Entrepreneurship – Completing the Circle," by Suren Dutia)

The goals of the Global Impact Award therefore include:

- Support teams whose inventions, products, ideas, and business models have a broad and lasting impact on society
- Develop a community and knowledge that helps future awardees and others engage in high impact entrepreneurial activity
- Promote collaboration that supports understanding about the practical application of high impact approaches
- Develop entrepreneurs through financial and mentoring support who find solutions to the world's most intractable problems
- Identify entrepreneurs who are committed to giving back to help others

ELIGIBILITY

In order to be eligible to receive the award, the founding team and venture are expected to meet certain criteria.

Team Member Requirements:

- The founding team must include one or more of the following:
 - a current Washington University in St. Louis enrolled undergraduate, graduate or professional student
 - a resident
 - a postdoctoral researcher
 - an alumnus who has graduated within ten years of submitting his or her application for the award.
- The Washington University-affiliated team members must have a meaningful role in the venture at the time of its application for the award.

Venture Requirements:

- The venture must have incurred less than \$1 million in total debt, equity, grant or prize funding at the time of application.
- The venture must have completed a proof of concept.

- The venture may be a commercial or hybrid for-profit/nonprofit legal entity, and is expected to have high impact and be both sustainable and scalable.
- The venture may be based on faculty inventions or IP disclosures, provided the venture includes at least one Washington University-affiliated team member who meets the above requirements and holds meaningful (no less than 5%, including options) equity participation in the venture.

AWARD

The Award Committee has full discretion to make one award or split the award as they deem appropriate. In the event no awardee is selected in a given year, it is possible two awardees could be named the following year. Award winners will receive:

- Continued mentoring and connections to people or organizations that accelerate venture launch, leading to scalability and sustainability
- Up to \$50,000 cash award

DELIVERABLES

To Apply:

1. Two-Page Opportunity Summary
Due March 19th @ noon CDT
[Link](#)
2. Team Survey
Due March 19th @ noon CDT
[Link](#)

Additional deliverables if selected as a finalist (announced April 16, 2018):

1. Ten-Page Final Submission
Due October 8th @ noon CDT
2. Team Statement of Commitment
Due October 8th @ noon CDT
3. Final Presentation PowerPoint
Due October 22nd @ noon CDT
4. Final Presentation
Given on October 29th, 9:00 am – 12:00 pm

All completed deliverables must be sent via email to GIA@wustl.edu by noon on their respective due dates, as indicated above.

EVALUATION CRITERIA

The Selection Committee will review submissions based on the following criteria:

- Description of the problem
- Overview of the concept that the team is pursuing to address the problem, including the activity, the team and venture, and their collaboration with others
- Level of impact the venture will have, including a description of the current situation, subsequent change, and the social value
- Challenges, including technical, market, operational, funding, time to market, etc.
- Description of how the Global Impact Award will increase the team's probability of success (through mentorship and funding), and how the team plans to use the award
- Sustainability, including team commitment and coachability, ability to grow the venture, and have economic impact
- Team's moral commitment to the spirit and sustainability of the Global Impact Award (i.e. giving back), as evidenced by a Team Statement of Commitment. Refer to the article in Appendix A for this deliverable.

See Appendix B for the evaluation criteria that the committee members will use. This is not a checklist of items to include, as each team will tell its story in a unique and creative way. The team's strategy and approach will determine the best format that persuades the Selection Committee.

A summary of team scores will be distributed to the teams after each deliverable with relevant feedback.

SELECTION COMMITTEE

Ralph Quatrano

Interim Director of Skandalaris Center for Interdisciplinary Innovation and Entrepreneurship

Emre Toker

Executive Director of W. P. Carey Center for Entrepreneurship

Ken Harrington

President at The Bayberry Group

Ben Burke

Director of Entrepreneurship at Arch Grants

David Kleinhandler

Founder and President of Vest Financial Group

Elise Miller Hoffman

Principal at Cultivation Capital

Please note: The Selection Committee will in perpetuity include the Managing Director of the Skandalaris Center and representation from the School of Engineering and Applied Science. Other members will be recruited annually.

TIMELINE AND DELIVERABLES

Date	Description
Monday, March 19 Noon CDT	DELIVERABLES DUE: <ol style="list-style-type: none"><li data-bbox="667 415 1170 449">1. Two-page Opportunity Summary<li data-bbox="667 485 886 512">2. Team Survey
March 19 – April 16	Selection Committee will read and evaluate all submissions based on the evaluation criteria and stack rank the submissions
Monday, April 16	3 to 5 Finalists announced via email and press release; all teams will receive feedback based upon Selection Committee comments and scores
April	Selection Committee will discuss mentor needs, recruit mentors, and introduce mentors to teams
May – October	Finalists work with mentors and prepare Ten-Page Final Submission and oral Final Presentation
Monday, October 8 Noon CDT	DELIVERABLES DUE: <ol style="list-style-type: none"><li data-bbox="667 1155 1073 1188">1. Ten-page Final Submission<li data-bbox="667 1224 1170 1251">2. Team Statement of Commitment
October 9 – October 21	Award Committee reads the written final submissions
Monday, October 22 Noon CDT	DELIVERABLE DUE: Final Presentation PowerPoint due by email to GIA@wustl.edu

Monday, October 29

Final Presentations, awardee selection, and celebratory event

- 9AM – Noon, Finalist Presentations
- Noon – 2PM, Award Committee meets and determines winner
- 5 – 8PM, Reception and Dinner with winner announced, invited guests and participants, Washington University Danforth Campus

FAQ

Q. What are some examples of projects that might apply?

A. Any solution that uses technology to solve a real-world problem.

Q. What are the advantages if I am not selected as a finalist or winner?

A. You will receive feedback on your idea from the Selection Committee throughout the process. Just because you are not selected to continue to the next phase does not mean your idea will not receive attention, and you will benefit from possible connections to mentors or other funding opportunities (or may be able to reapply).

Q. Are students and alumni from all WUSTL schools eligible?

A. Yes, students, post-docs, and alumni are eligible. Alumni must have received a degree from WUSTL within 10 years of the award application being submitted. For the 2018 competition, any alumnus who was awarded his or her degree after May 2008 would be eligible.

Q. Will I receive any funding for mentor meetings during the finalist phase?

A. No.

Q. What are some resources I can access if my idea is too early-stage?

A. The Skandalaris Center sponsors an extensive series of programs to encourage ideas and help entrepreneurs develop. All are free and open to the public. See the Skandalaris Center website for additional details and to sign up for its weekly newsletter.

Q. How do I keep my commitment to giving back?

A. While this is at the discretion of the winners, the selection committee's perception of the applicants' commitment to the spirit of the award is part of the evaluation criteria (See Appendix B). As Suren Dutia wrote (see Appendix A), "By giving back to the society that has provided a nurturing environment in which to build wealth through their businesses, entrepreneurs complete the full circle of entrepreneurship, paying it forward as a gesture of appreciation for the success that they have achieved."

ABOUT THE DONORS

Suren G. Dutia is a passionate advocate for entrepreneurship and an executive with extensive and successful multi-industry leadership experience, including Internet/e-commerce, document management software, medical instrumentation and other varied high technology businesses. Suren served as President and CEO of Xscribe Corporation, a publicly traded company in San Diego for over 10 years. In addition, Suren held a number of leadership positions with Boston-based Dynatech Corporation for 7 years. Prior to working in the private sector, Suren spent 10 years in the non-profit and public sectors. Suren recently completed 4 1/2 years as CEO of TiE Global based in Silicon Valley. With 56 chapters in 13 countries, TiE is one of the largest nonprofit organizations involved in fostering entrepreneurship globally. Suren also founded the San Diego chapter of TiE in 2000 and served as its President for 3 years.

Suren served as the Wells Fargo Advisors Visiting Lecturer in Entrepreneurship at Washington University in St. Louis in 2012 – 13, and still serves the Skandalaris Center as a Senior Fellow and also a member of its National Council. He is also Senior Fellow at the Kauffman Foundation. Suren is an investor in a number of ventures and is currently serving as a board member in three start-up ventures. Suren has a B.S. and M.S. degrees in Chemical Engineering and B.A. in Political Science from Washington University in St. Louis, and holds an MBA degree from the University of Dallas in Irving, Texas. – update based off Wikipedia

Jas K. Grewal had a 25-year banking career with positions of increasing responsibility with First Interstate Bank of California and its successor entity, Wells Fargo Bank, in both the San Francisco Bay area and San Diego specializing in private and personal banking. In 1992, Jas was one of 12 individuals statewide to receive the prestigious President's community reinvestment award for her design and implementation of a houseboat loan program in Marin County while serving as a Bank Manager at First Interstate Bank.

During the past 30 years, Jas has volunteered her time for numerous community projects. She embodied the spirit of service starting with her first fundraiser at age 14 for the Muscular Dystrophy Association. Among her many community involvements include serving on the board of Board of Bread & Roses, a non-profit organization located in Northern California; Trustee for the San Diego Sikh Foundation; and Trustee of the La Jolla Town Council from 2000-2004. Jas was a founding member of the TiE South Coast Chapter in 2000 and was on the Executive Committee for 3 years, Program Chair for 4 years, Charter Member Event chair for over ten years and champion of the organization's Young Entrepreneurs Program, including raising funds for this important initiative.

Jas is actively involved with the San Diego Museum of Art (SDMA) and was a Trustee for six years that included serving on Executive, Finance, Investment and Audit Committees. Jas is co-founder and Chair of the Committee for the Arts of the Indian Subcontinent, a support group of the Museum as well as past office holder and current member of The Asian Arts Council, another support group at the Museum. Additionally, she has served in a number of positions, including as President, of Soroptimist International's (SI) chapter in La Jolla. SI is a worldwide organization for professional women, with NGO status at the UN, working to advance human rights and the status of women. She also has served as the community representative on the UCSD Human Protection Program's Research Board for seven years.

Jas has a Bachelor's of Science Degree from University of Toronto in Toronto, Ontario, Canada and a Master's Degree in Banking & Finance from Golden Gate University in San Francisco.

ABOUT THE SKANDALARIS CENTER FOR INTERDISCIPLINARY INNOVATION AND ENTREPRENEURSHIP (sc.wustl.edu)

The [Skandalaris Center for Interdisciplinary Innovation and Entrepreneurship](#) is the place on campus *Where Creative Minds Connect*.

Mission

We aim to inspire and develop Creativity, Innovation, and Entrepreneurship at Washington University in St. Louis.

Who We Serve

We have initiatives that serve Washington University students, alumni, faculty, and staff and sometimes the community. We call this the **SC Network**.

Our Pursuits

Our initiatives are divided into three parts:

1. **Get Connected:** *Draw as many people as possible in our SC Network into the funnel of Creativity → Innovation → Entrepreneurship.*
2. **Get Trained:** *Offer real-world, venture-specific, practical skills training to our SC Network.*
3. **Get Launched:** *Provide promising WashU-affiliated ventures with access to funding.*

History

The Skandalaris Center was founded in 2003 with generous support from Mr. and Mrs. Robert J. Skandalaris and from the Ewing Marion Kauffman Foundation as one of eight initial Kauffman Campuses. Since its establishment, the Center has funded and coordinated a rich set of entrepreneurship courses and programs that span across all schools, degrees, and disciplines.

Training and Programs

- **Undergraduate**
 - [Major or Minor in commercial entrepreneurship through Olin Business School](#)
 - [Honors in Innovation and/or Entrepreneurship](#)
 - [The Hatchery](#) (capstone class)
- **Graduate**
 - [InSITE Fellowship](#)
 - [PhD Citation in Entrepreneurship](#)
 - [Honors in Innovation and/or Entrepreneurship](#)
 - [The Hatchery](#) (capstone class)

Other co-curricular training and programs include [workshop series](#), a [summer internship program](#), and business plan [competitions](#), open to all degree levels and disciplines.

Entrepreneurship — Completing the Circle**Suren Dutia***Senior Fellow, Ewing Marion Kauffman Foundation*

Posted: 09/24/2012 1:43 pm

"When you stand out in a crowd, it is only because you are being carried on the shoulders of others," Archbishop Desmond Tutu commented to the cheering participants at the Clinton Global Initiative in New York on Sept. 19, 2011. Archbishop Tutu's words are simple, yet they have profound significance to how successful individuals are made.

Most accomplished entrepreneurs are not born. Their success is erected on the foundation of society - a society that provides them with opportunities such as education, association with like-minded people, a system of free enterprise with favorable government policies and regulations, access to mentors and capital, and an environment conducive to building on ideas. I believe success is like a circle and people should pass the benefits of success forward to make the world a better place. By giving back to the society that has provided a nurturing environment in which to build wealth through their businesses, entrepreneurs complete the full circle of entrepreneurship, paying it forward as a gesture of appreciation for the success that they have achieved.

Today the world faces an unprecedented set of problems, from hunger and poverty to increasing economic inequality, environmental degradation, HIV/AIDS and other deadly diseases, ethnic and religious conflicts and more. Despite huge technological progress and wealth gains made over the last 100 years, one could argue that the proportion of the human race considered being better off now than 100 years ago is much smaller.

There is a pressing need to address some of the thorniest issues of the 21st century. This is where individual entrepreneurs can play a meaningful role. It is common knowledge that entrepreneurs create jobs and foster innovation. In this sense, they are already making a substantial social contribution. Nevertheless, entrepreneurs embody traits that are ideal for addressing social needs, such as leadership, vision, the ability to attract talented people, drive, focus, perseverance, self-confidence, optimism, competitiveness and ambition. Engaging entrepreneurs in the social sector to apply their capacity for innovative ideas, high performance expectations and generating results could lead to real solutions to social challenges.

Harnessing the talents of entrepreneurs to create positive social impact is not new. Throughout history, many exceptional industrialists and entrepreneurs have chosen to give back. Ewing Kauffman founded the world's largest foundation dedicated to entrepreneurship because he believed that being an entrepreneur was the key to his rise out of poverty and wanted others to have the same opportunities. Andrew Carnegie financed libraries to promote the advancement and diffusion of knowledge. Bill Gates founded the Bill and Melinda Gates Foundation to enhance global health care, reduce global poverty and expand access to educational opportunity and technology.

Entrepreneurs motivated to transition from being successful to being significant by doing what really matters have many options. Imagine a world 25 years from now where people living in

developing countries no longer suffer casualties from hunger and malnutrition. Imagine developing vaccines that prevent common infectious diseases such as malaria, AIDS, measles and rotavirus and making them affordable and readily available in developing countries, thereby saving millions of lives. Imagine a world where lack of electricity, clean water and adequate sanitation are no longer a problem, saving the lives of 1.4 million children yearly. Imagine empowering millions of children all over the world through affordable basic education and access to the Internet. Tapping the extraordinary skills and resources of entrepreneurs can turn these visions for a better world into reality.

Like the generous founders before them, today's entrepreneurs can identify areas of focus that they are passionate about and tackle problems related to them. And solving one social ill can have broad implications for society. In the case of global climate change, for instance, improving electricity challenges in developing countries would reduce the negative consequences of global climate change in developed countries.

Entrepreneurs also can get involved in government-backed initiatives to support impact investing and social innovation. In the UK, the government has set up a Social Impact Bond (SiB), where investors fund nonprofit social ventures that result in social benefit as well as financial savings to the society as a whole. Currently, the Ministry of Justice is doing this to trim down repeat offenders released from the Peterborough Jail. This is an example of how social good also can reduce cost. This model is being replicated in the United States via a sister organization, Social Finance, Inc., that has been established in Boston, New York and other cities to combat social issues such as criminal justice and housing.

Giving back to society is not limited to only the direct, actionable ways in which entrepreneurs can respond to critical social issues. They can engage in philanthropic efforts such as pledging donations to nonprofit organizations, providing grants or scholarships to universities or research institutes that are focused on combating social problems, participating in thought leadership forums, fostering mentoring programs, etc.

Serial entrepreneurs in pursuit of their next new entrepreneurial idea could create a business enterprise with a philanthropic or socially responsible element added to it from the ground up. They can set up a foundation associated with the business, from which resources are deployed to effect positive social change. For example, they can assign a percentage of the venture's equity to a foundation or to an organization pursuing a philanthropic cause. Salesforce.com has adopted a model that contributes 1 percent of the company's financial and intellectual capital to support organizations that are addressing challenges in their communities.

Few months ago, I asked a successful entrepreneur, "How do you spend your time?" He explained to me his willingness to contribute his time and resources to support individuals and organizations that are making positive social contributions. I asked him, "Why do you do that?" He said, "I have all the money I require and now I want to spend my time and energy on helping others, my health and be happy." This sentiment reminded me of an inspiring quote I recently read in a book co-authored by my friend Victor Chan and his Holiness Dalai Lama. In this book, His Holiness Dalai Lama sums up the point of this article aptly.

To be happy, my practice helps me lead a useful life. If I can give a short moment of happiness to others, then I feel that my life has achieved some purpose. This gives me deep mental satisfaction -- this feeling always comes if you serve others. So, when I help others, I feel happy. For me, the most important thing is human compassion, a sense of caring for one another.

Follow Suren Dutia on Twitter: www.twitter.com/kauffmanfdn

APPENDIX B

For all criteria tables listed below:

- Each statement is phrased positively.
- Judges will indicate agreement on a scale of 1 – 5 (1 = strongly disagree and 5 = strongly agree)

Opportunity Summary Evaluation Criteria (2 pages)

Problem	
1. The summary clearly explains the problem being addressed.	
2. The team has a clear understanding of the problem.	
Solution	
3. The solution seems feasible.	
4. The solution seems achievable with the right resources.	
5. The team has the knowledge and skills to solve the problem.	
6. The team has plans to collaborate with others to solve the problem.	
Impact	
7. The solution will have global impact.	
8. The solution will have high economic value.	
9. The solution will have high social value.	
Use of Award	
10. The team has a clear budget for the funding award.	
11. The team has identified mentoring needs.	
Sustainability	
12. The venture is scalable.	
13. The venture is replicable.	
14. The team is committed to the venture.	
15. The team is committed to the spirit of the Dutia/Grewal award.	

Final Submission Evaluation Criteria (10 pages)

Problem	
1. The summary clearly explains the problem being addressed.	
2. The team has a clear understanding of the problem.	
Solution	
3. The solution seems feasible.	
4. The solution seems achievable with the right resources.	
5. The team has the knowledge and skills to solve the problem.	
6. The team has plans to collaborate with others to solve the problem.	
Impact	
7. The solution will have global impact.	
8. The solution will have high economic value.	
9. The solution will have high social value.	
Challenges	
10. The team understands technical challenges to implementation.	
11. The team understands cultural challenges.	
12. The team understands the market for its solution.	
13. The team understands operational risks.	
14. The team has a reasonable plan to address its challenges.	
Use of Award	
15. The team has a clear budget for the funding award.	
16. The team has a clear plan for additional fundraising if needed.	
17. The team used their mentor team well.	
18. The team expanded their mentor team beyond the mentors assigned by the Selection Committee.	
Sustainability	
19. The venture is scalable.	

20. The venture is replicable.	
21. The team is committed to the venture.	
22. The team is committed to the spirit of the Dutia/Grewal award.	

Final Presentation Evaluation Criteria (15-minute PowerPoint with 15 minutes of Q&A)

Problem	
1. The summary clearly explains the problem being addressed.	
2. The team has a clear understanding of the problem.	
Solution	
3. The solution seems feasible.	
4. The solution seems achievable with the right resources.	
5. The team has the knowledge and skills to solve the problem.	
6. The team has plans to collaborate with others to solve the problem.	
Impact	
7. The solution will have global impact.	
8. The solution will have high economic value.	
9. The solution will have high social value.	
Challenges	
10. The team understands technical challenges to implementation.	
11. The team understands cultural challenges.	
12. The team understands the market for its solution.	
13. The team understands operational risks.	
14. The team has a reasonable plan to address its challenges.	
Use of Award	
15. The team has a clear budget for the funding award.	
16. The team has a clear plan for additional fundraising if needed.	
17. The team used their mentor team well.	
18. The team expanded their mentor team beyond the mentors assigned by the Selection Committee	
Sustainability	
19. The venture is scalable.	

20. The venture is replicable.	
21. The team is committed to the venture.	
22. The team is committed to the spirit of the Dutia/Grewal award.	
The Presentation	
23. The presenter is passionate.	
24. The presenter is credible.	
25. The team adequately answered the questions that the Selection Committee asked.	