



Custom Challenge

Winter 2016

Tips To Consider

There are many existing poverty interventions. If you know of a highly-effective intervention that is backed by credible evidence, we want to hear your plan to increase its distribution.

A few tips for proposing your own intervention:

Propose interventions that are unquestionably proven. D-Prize is only interested in ideas to increase distribution of a poverty intervention that is proven to be cost effective. Your proposal must include credible evidence and good data proving the effectiveness of the poverty solution you want to distribute. The following are sources we often review to evaluate effectiveness of poverty solutions:

- [Innovations for Poverty Action - The Abdul Latif Jameel Poverty Action Lab](#)
- [GiveWell.org Intervention Reports](#)
- [Cochrane Reviews](#)
- [World Health Organization \(WHO\)](#)

Consider cost-effectiveness. Is the impact of the intervention worth the cost? For instance, an expensive water pump may be one way to distribute clean water to communities, but a 10 cent iodine pill can accomplish the same result at a fraction of the cost. Your proposal must include data on the raw cost of treatment and the cost of total treatment (including distribution). Preference is given to proposals that include cost-per-DALY.

Plan for scale. We seek ideas that will result in the mass-scale distribution of proven interventions. You should explain the current size of the market in need of your proven poverty solution, and your vision to reach this need.

Why now? If a gap exists between the current distribution and market need, why is that? Include a compelling argument for why more effective distribution can close this gap and create impact.

Your Challenge: We will award up to \$20,000 to a social entrepreneur who can design a business or NGO that identifies an existing and proven poverty solution, and designs a better plan to increase access.

In your concept note, you will have the option of providing one additional page to explain your selected intervention, and present evidence that it is proven and in need of more distribution.

A successful proposal will also include a localized plan that can manage uncertainty, including:

- An evidence-based model which identifies the strongest factors limiting current access, specific to the region in which you will operate
- An evidenced-based model of how and why your intervention will boost use in long run
- A plan for continuous testing and evaluation of the program
- A commitment to change the plan if the evidence suggests that the approach isn't working

Ready To Apply?

Download a First Round Application Packet at www.d-prize.org/application.pdf

Questions? Email the D-Prize team at help@d-prize.org