

# I WILL AWARD 2020

## APPLICATION FORM

Please note: this is only an example of the application form for you to view.

Dear participant,

Thank you for taking part in the I WILL Award; this is your opportunity to share your drive and ambitions with your very own I WILL plan. The I WILL Award is a competition for the best idea, challenge, or project with a strategic plan that can be put into action. The six best plans will make it to the final: I WILL Get in the Ring. This spectacular event, during which finalists pitch their idea to the jury and audience from a boxing ring, will take place at Erasmus Paviljoen on campus on Thursday 19 March 2020.

Your I WILL plan is not the same as your I WILL statement. An I WILL plan is an idea with a plan of action that describes how its implementation would be approached, financed and marketed. You or your team must inspire others with your willpower and ambition, which should be incorporated and evident in your plan for execution. The first prize is €15,000 and this will be awarded to the entrant who, in opinion of the judges, demonstrates the potential to create the most impact in a society or community, for example in academia, business, media, sports or public services. The judges decide which plan best meets the selection criteria and embodies the spirit of the I WILL movement. [www.rsm.nl/i-will](http://www.rsm.nl/i-will). On our website, you can also get inspired by previous winners of the I WILL Award. [www.rsm.nl/iwill](http://www.rsm.nl/iwill)

This application form is the first step in competing for a €15,000 I WILL Award to carry out the execution of your plan. You can access and work on your application using this online form until 23:59 on Sunday 19 January 2020.

Only entries submitted through this online application before the deadline will be considered. The selection committee's decision about entries will be final. Part of the rules and regulations is that this committee reserves the right to withhold the award if it believes none of the entries meet the standards required for implementation.

## SELECTION CRITERIA

Rotterdam School of Management, Erasmus University (RSM) helps, educates and prepares students, academics and people in business to become critical, creative, caring and collaborative thinkers and doers. Its mission is to be a force for positive change in the world.

RSM's culture considers how to make the change happen, it's in our forward-thinking I WILL initiative. I WILL expresses the spirit of the people of RSM.

The 'I WILL Award' recognises inspirational ideas that have the potential to make a tangible and significant impact on society or community, and it gives the winners the opportunity to turn their ideas into action and to be a force for positive change.

Selection criteria:

- 1) The plan must have the potential to create a tangible and significant impact on society or a community, and inspires others.
- 2) The idea should be based on a clear insight (which is clearly explained) and must fulfil a (customer) need.
- 3) The plan or idea must be clearly distinctive from existing operating ideas, companies or platforms.
- 4) There must be an action plan to make change happen, and a clear communication plan for stages after potentially winning the award.
- 5) The plan must relate to one of the 17 United Nation's Sustainable Development Goals (SDGs) – please explain how it contributes.

You can access and work on your application until 23:59 on Sunday 19 January 2020. Press 'Save & Exit' to store your answers – you can only save them on the computer you're working on and they will be remembered when you return to this form. Please make sure that you finish and submit your I WILL plan before the deadline. If you have any questions, please email us at [iwill@rsm.nl](mailto:iwill@rsm.nl).

## SECTION 1: PERSONAL DETAILS

1. Your I WILL plan is created:  
by an individual  
by a group

2. Contact person

If your I WILL plan is created by a group, fill in the contact details for the group leader who will be the main contact person for your I WILL plan for all communication.

First name:

Last name:

Date of birth (dd/mm/yyyy):

Nationality:

Email address (not EUR/RSM):

3. Your connection to RSM:

Student

Alumni

Staff member

Faculty member

Other

4. Please specify your connection to RSM:

Students: which programme are you enrolled in?

Alumni: which programme did you complete, and in what year did you graduate?

Staff member: job title

Faculty member: job title

Other:

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## SECTION 2: YOUR PLAN

Please tell us details of your plan by answering the questions below (max. 800 words for all answers in this section combined).

5. Describe the core idea of your plan as clearly as possible: (max. 100 words)
6. What is your I WILL plan's product, service or technology?
7. Who is involved in the creation and implementation of your plan and what do they contribute?
8. How will your plan make an impact on a society or a community, and who it will affect specifically?
9. To which one of the UN's Sustainable Development Goals (SDGs) does your plan contribute? Please explain.

## SECTION 3: STRATEGY

Please describe how you will implement your I WILL plan, including planning and finances. Please provide us with relevant and concrete information (max. 800 words for all answers in this section combined).

10. What steps will you take to execute your plan? Please include an indication on what the stage of the plan is.
11. What budget is required to execute your plan? Please explain the costs in detail, and what you would do with the I WILL Award prize money.
12. How is your plan different than existing products, services or technologies?

## SECTION 4: COMMUNICATION

Please describe the communication strategy of your I WILL plan. For example: how will you keep RSM informed about your plan's progress and successes? You must stay within a limit of 800 words for all answers in this section combined.

13. Who is your target audience?
14. What would be the pitch for your plan? Please provide an elevator pitch of 120 words.
15. Please outline the communication plan for your business idea including channels and budgets.
16. How many people are in your team, including yourself?
26. Group member #2  
First name:  
Last name:  
Date of birth (dd/mm/yyyy):  
Nationality:  
Connection to RSM (please specify):  
Email address (not EUR/RSM):
27. Group member #3  
First name:  
Last name:  
Date of birth (dd/mm/yyyy):  
Nationality:  
Connection to RSM (please specify):  
Email address (not EUR/RSM):
28. Group member #4  
First name:  
Last name:  
Date of birth (dd/mm/yyyy):  
Nationality:  
Connection to RSM (please specify):  
Email address (not EUR/RSM):

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29. Group member #5

First name:  
Last name:  
Date of birth (dd/mm/yyyy):  
Nationality:  
Connection to RSM (please specify):  
Email address (not EUR/RSM):

30. Group member #6

First name:  
Last name:  
Date of birth (dd/mm/yyyy):  
Nationality:  
Connection to RSM (please specify):  
Email address (not EUR/RSM):

31. Group member #7

First name:  
Last name:  
Date of birth (dd/mm/yyyy):  
Nationality:  
Connection to RSM (please specify):  
Email address (not EUR/RSM):

32. Group member #8

First name:  
Last name:  
Date of birth (dd/mm/yyyy):  
Nationality:  
Connection to RSM (please specify):  
Email address (not EUR/RSM):

33. Group member #9

First name:  
Last name:  
Date of birth (dd/mm/yyyy):  
Nationality:  
Connection to RSM (please specify):  
Email address (not EUR/RSM):

34. Group member #10

First name:  
Last name:  
Date of birth (dd/mm/yyyy):  
Nationality:  
Connection to RSM (please specify):  
Email address (not EUR/RSM):

## I WILL Award – terms and conditions

Before you submit your application, please consent to the rules and regulations, and the following statements:

- I promise to present my I WILL plan at the I WILL Get in the Ring event on the EUR campus on Thursday 19 March 2020, including my pitch and a Q&A with the jury, if it is chosen as one of the final six.

- I promise to participate in the rehearsal of the I WILL Get in the Ring event on campus and to work together with the I WILL organising team on the preparations for the event

- I agree that if my I WILL plan is selected as a finalist, Rotterdam School of Management, Erasmus University Rotterdam (RSM) and its employees or agents have the right to take photographs, videotapes, or digital recordings of me and my team, and use these in all media for the purpose of RSM and I WILL communications for a period of 10 years.

- I give RSM, and its agents and employees, permission to publish my I WILL plan on their communication platforms if it is selected to take part in the final.

- I give RSM permission to share my contact details (full name and email address) with the Erasmus Centre for Entrepreneurship so it can approach me about its initiatives to support entrepreneurs in turning ideas into reality. The Centre's offers are without obligation. These contact details will not be shared with any other parties.

- I understand that there will be no financial or other remuneration for recording me, either for initial or subsequent transmission or playback.

- I understand that RSM is not responsible for any expense or liability incurred as a result of my participation in recordings, including medical expenses due to any sickness or injury incurred as a result.

- I am at least 18 years old.

I have read and understood these statements and the rules and regulations, and am competent to execute this agreement:

Yes

Thank you and good luck

Thank you for completing the online application form and sharing your I WILL plan with us. You will not be able to make any changes after you submit your application. Your plan will be read and evaluated by the judges. The six finalists will be contacted no later than by 6 February 2020. If you have any questions, please contact us at [iwill@rsm.nl](mailto:iwill@rsm.nl).

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