



UNIVERSITAS  
INDONESIA  
1949 Public Value



HULT  
PRIZE

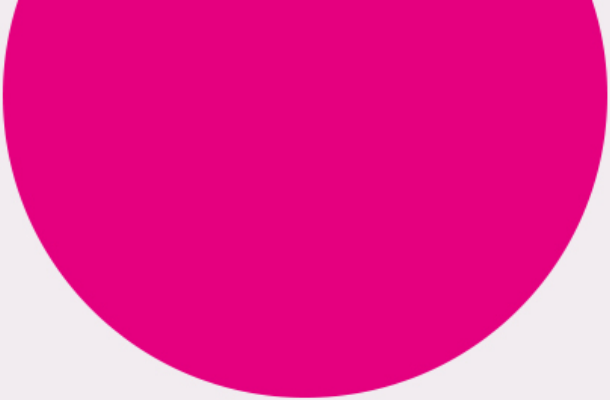


United Nations




OnCampus  
Program

# HULT PRIZE AT UNIVERSITAS INDONESIA



The Hult Prize has been named **the Nobel Prize for Students** from media sources worldwide.

“One of the 5 ideas that are changing the world.. And the reason why I’m optimistic about the future”



**Bill Clinton**  
The 42<sup>nd</sup>  
President  
of The U.S





HULT PRIZE  
UNIVERSITAS INDONESIA

## WHO WE ARE

The Hult Prize is the world's largest business idea competition. College students from around the world compete to solve a pressing social issue faced by millions via start-up enterprise. US\$1M is awarded to the winner.

## #1 IN THE WORLD

Eleven years later, the Hult Prize has established the largest and most impactful student initiative in the world and it's because of the power of the Hult Prize Network.



# WHAT WE DO

The Hult Prize is the world's largest student competition and leading forces for social good. Each year we cast a huge magnifying glass on social issues and creating game-changing startups.

# THE PROCESS

Through the Hult Prize multi-stage process, breakthrough solutions are fostered, identified, launched, and scaled throughout the world.





# SERIES OF EVENTS

**FIRESIDE  
CHAT VOL.1**  
AUG 19<sup>th</sup>

**FIRESIDE  
CHAT VOL.2**  
SEPT 12<sup>th</sup>

**FIRESIDE  
CHAT VOL.3**  
SEP 23<sup>rd</sup>

**WORK  
SHOP**  
OCT 7<sup>th</sup>

## FIRESIDE CHAT

An informal, mini talk show with materials provided by notable speakers. This event aims to broaden the knowledge of participants. In this session, the participants will be able to interact with interesting yet highly skillful speakers.

## WORKSHOP

With the ideas that participants have outlined as the abstract in the preliminary round, they will also be able to participate in our workshop in order to get insights, tricks, and hacks to improve their ideas.

# SERIES OF EVENTS

**TRAINING**  
NOV 27<sup>th</sup>

**BUSINESS  
COMPETITION**  
SEP 15<sup>th</sup>-  
DEC 7<sup>th</sup>

## **BUSINESS IDEA COMPETITION**

As the annual competition for the Hult Prize aims to solve the challenge given by The Hult Prize Foundation itself, university students around the globe compete to solve the social issue by building a startup enterprise. Therefore, the Hult Prize at Universitas Indonesia will make this event as the platform for the students to also be involved in the business competition held by the organizing committee.

## **TRAINING**

The participants who get into the final round will get the chance to prepare for the finals in our Finalist Training. Along with the speakers provided by the committee, the finalists are able to brainstorm and also to learn more about how to build and impressive pitch deck presentation.



# WHAT DO I WIN?

- 1** As the largest student competition, Hult Prize offers college students from around the world the opportunities not just to compete, but also gain **international exposure**.
- 2** **Networking.** A bunch of new friends [or competitors, but still, friends!] Not to mention the whole Hult Prize Party! 2.100.000 program alumni, 300.000 annual participants, 2.000 oncampus program.
- 3** A chance to **represent Indonesia and Universitas Indonesia** in Regional Summits and join the Hult Prize's Accelerator Program.
- 4** A chance to win a **US\$ 1 million** prize to bring your ideas to life!



# WHAT WILL I BE REQUIRED TO DO?



All you need for the preliminary round is

## An Abstract Essay

Abstract Essay Component:

- Topic + Title
- Motivation
- Problem Goal
- Study Design
- Result Prediction
- Conclusion

With maximum of 500 words

Register through [tinyurl.com/RegistrationHultPrizeatUI](https://tinyurl.com/RegistrationHultPrizeatUI)

# COMPETITION TIMELINE

AUG 31<sup>ST</sup>  
2020



**OPEN  
REGISTRATION**

SEP 15<sup>TH</sup>  
2020



**PRELIMINARY  
ROUND**

OCT 15<sup>TH</sup>  
2020



**SEMI FINAL  
ROUND**

NOV 23<sup>RD</sup>  
2020



**FINALIST  
ANNOUNCEMENT**

DEC 7<sup>TH</sup>  
2020



**HULT PRIZE  
AT UI  
FINAL ROUND**

# FOOD FOR GOOD

Transforming Food Into a Vehicle for Change



## THE CHALLENGE

Creating jobs, stimulating economies, reimagining supply chain, and improving outcomes for 10.000.000 people by 2030

The Hult Prize has announced the 2021 challenge, "Food for Good" tackling 7 SDGs at once







# CHALLENGE / 2021 THEME

Our 2021 Challenge will create jobs, stimulate economies, reimagine supply chains and improve outcomes for 10,000,000 people by 2030.

Food defines the human experience. Family dinners, religious feasts, quick snacks eaten during breaks at work, and our many other relationships with food combine to shape our bodies, our minds, our communities, and the world we call home. Food is the ultimate equalizer.

Yet increasingly over recent decades, food systems have become machines of extraction that reduce our well-being, weaken communities, and impoverish the world around us. Once celebrated as pillars of society, community and the economy, today's grocery stores and kiranas alike paint a dismal picture. Store aisles are filled with arsenals of cheap, addictive products that attack the soul through the hollowness of manufactured consumption. Even street vendors peddle what has become a legalized weapon of mass destruction. Parents wage a daily battle to nourish and nurture their children, while supply chains funnel massive profits to corporations and billionaires.





In 2021, the Hult Prize returns to the roots of the human experience - food. We are challenging you to transform food from a necessity for survival into a vehicle of change and prosperity for humanity. In order to do this, you will have to understand how our existing food systems work, and why they are failing humanity on a global scale. The good news is that you will have many examples from which you can draw inspirations—a veritable army of pioneers who are rethinking food for a better world. Your work will be drawn from these inspirations to build viable companies that will fundamentally change how we all think about food and food systems in the next decade and beyond.

In 2021 the Hult Prize is asking teams around the world to build viable food enterprises that will impact the lives of 10M people in the next decade while strengthening communities, increasing incomes, feeding the hungry and creating jobs.

Before you begin, you need to put aside your prior preconceptions of the failures in our food system. This is not primarily a challenge about global food security for example. This is also not a challenge about the exploitation of agricultural workers. It is not, in any other way, about abstract people “out there” that you’re trying to help. You need to go deeper. This is a challenge about food and the human experience. This challenge is about your own life, your own body, your own family and the possibility of turning a looming crisis into opportunity.

Together, the Hult Prize global community will reclaim the potential and power of the most basic and fundamental resource required to fuel humanity for the century to come.

# WHO CAN JOIN?

**ANYONE WHO HAS  
HAS A PASSION  
FOR A CHANGE  
CAN JOIN!**

- Free Registration Fee
- All students from Universitas Indonesia are welcome including Vokasi, S1, S2, and S3
- No business idea limit or restrictions





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