

## Foundry Global Submission to Google's Project 10<sup>100</sup> Competition

10. What one sentence best describes your idea? (maximum 150 characters)

Foundry Global is a Web-based, community of innovation linking universities in the poorest countries to support young tech and social entrepreneurs.

11. Describe your idea in more depth. (maximum 300 words)

Foundry Global is an extension of an existing community-based program that assists young innovators in obtaining feedback on their ideas, build networks and take the first steps in making their dreams a reality. Foundry Global effectively works as an innovation ecosystem linking students with ideas with people motivated to help them realize those ideas. Using a web-based platform to enable feedback, students in poorer nations can connect to individuals they do not otherwise have access to. This feedback yields potentially important insights about the validity of their ideas. Students can use the platform to start building personal networks with individuals who offer such feedback thereby creating trust relationships and connections to far broader networks of people that would otherwise be unattainable.

Foundry Global represents a scalable global model of a program that has worked extremely well locally. With the intelligent use of Web 2.0 technology, Foundry Global can be extended worldwide with a focus on universities in the world's most impoverished nations. It is the proponent's belief that young innovators in the poorest of countries too have great ideas but due to appalling circumstances are prevented from realizing their dreams. The Foundry Program seeks to link these young innovators to a global community of universities who also value the importance of encouraging future generations of technological and social entrepreneurs. The existing local program is well-documented and this documentation will be transferred to any participating university under an appropriate Creative Commons (CC) license. Participating universities will be encouraged to adopt any content from the Program's documentation to serve their own unique circumstances. Participating universities will also be given access to a Web-based application linking students with innovative ideas with individuals motivated to help innovators by providing them with feedback and access to open education resources.

12. What problem or issue does your idea address? (maximum 150 words)

Foundry Global is primarily focused on the need to assist disadvantaged countries' bright young minds who can emerge as those nations' next generation of innovators and entrepreneurs. Currently, these young innovators and entrepreneurs have extremely limited support though they represent the catalysts of social reform and wealth creation in their respective nations. While developed and emerging economies can count on indigenous ecosystems of start-up support (i.e., mentoring, advice, entrepreneurship programs, etc) innovators and entrepreneurs in the poorest nations of the world cannot. This lack of indigenous start-up ecosystems in the poorest nations inhibits entrepreneurial growth and discourages youthful innovators and entrepreneurs from pursuing their ideas.

13. If your idea were to become a reality, who would benefit the most and how?  
(maximum 150 words)

The direct benefactors of Foundry Global are the young and talented innovators and entrepreneurs in post-secondary educational institutions of the world's poor nations. As part of the Foundry Global "ecosystem", they can make use of a platform that offers access to individuals from around the world who are motivated to help them by providing feedback on their ideas, access to new networks and potential new sources of capital.

The indirect benefactors of this idea are: 1) the universities in poor nations that can now benefit from the outreach through Foundry Global to an international network of universities; 2) the general population who will see, for example, new and potentially value-added jobs or beneficial social services created by indigenous young entrepreneurs and innovators.

14. What are the initial steps required to get this idea off the ground? (maximum 150 words)

The initial steps are: 1) identify, then contact a short list of candidate post-secondary institutions in selected Least Developed Countries and identify internal champions motivated to assist entrepreneurial students and innovators; 2) for those universities interested in participating in Foundry Global offer identified internal champions full program documentation under an appropriate CC license; 3) build a Web-based platform to enable feedback on ideas; 4) grow the network of individuals interested in participating in Foundry Global as providers of feedback and mentoring; 5) pilot the delivery of Foundry Global with a small number of committed universities (perhaps 3-5) to assess what works and what doesn't and; 6) depending on the results of the pilot trial, adjust the Foundry Global program or wind it down.

15. Describe the optimal outcome should your idea be selected and successfully implemented. How would you measure it? (maximum 150 words)

It is the intent of the proponent to implement this idea irrespective of whether it is selected for this competition. An optimal outcome would be the growth of a robust global ecosystem of users including: 1) the number of volunteer reviewers; 2) the number of institutions in poor nations that participate in Foundry Global and, by extension, students in those universities; 3) the use of the Web platform as measured by the interaction taking place, that is, the quantity of feedback exchanged and the number of submitted ideas; 4) the value of Foundry Global as derived in testimonials solicited from ecosystem users and; 5) the number of new ventures created, social innovations and other benefits resulting from the use of the Foundry Global ecosystem.