

INITIATIVE NAME

LOCATION

"Make the Case" Entry

TEAM NAME

SCHOOL



THEME 2 CASE STUDY

CREATE YOUR OWN TITLE PAGE
(PERHAPS ADDING PICTURES OF THE INNOVATION)
OR START ON NEXT PAGE AS PAGE 1 OF CASE STUDY

THEME 2: SHOWCASE A NEW INNOVATION

Profile of Stakeholder: [add Stakeholder name here]

(50-word description of who they are)

TEAM MEMBERS:

1. Name (hyperlink to LI profile)
2. Name (hyperlink to LI profile)
3. Name (hyperlink to LI profile)
4. Name (hyperlink to LI profile)

SCHOOL:

(Abstract) Describe the Plastic Waste Problem and The Proposed Innovation (200 words)

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I. DEFINING THE PROBLEM

What problem are you solving? Specifically, why does it persist in India? What are its causes. Be as narrow as possible –the narrower the problem, the better opportunity your innovative solution will attract users. Provide quantitative support, if possible. (300 words)

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Did your team research the problem? Talk with potential target customers (100 words)

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Describe the stakeholders impacted by the problem?

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Who are the stakeholders most harmed and impacted by the problem (and how)? (100 words)

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Who are the stakeholders that could be engaged/invested to help bring the solution to fruition? (100 words)

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Who are the stakeholders that could do their best to prevent the solution from coming to fruition. Explain why these stakeholders benefit from status quo? (100 words)

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What current options already exist to solve the problem thus far? Are you reinventing the wheel? Are there any unintended consequences from the different approaches that have been tried that may happen again with your innovation? (100 words)

II. MAKE THE "BUSINESS" CASE

What is the innovation? Why is it innovative? (100 words)

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Is there a stakeholder group, if it showed significant interest, that your team would want to get on board? What would be required of them? (100 words)

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Who is the target customer and why would they be interested in adopting and implementing this innovation? (100 words)

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Does this innovation solution address the cause(s) of the problem? (100 words)

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What key occurrences have to happen in India and the Indian subcontinent to drive its adoption/use? (100 words)

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Describe a pilot program that your team would design to showcase your innovation (100 words)

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Describe the human capital and financial resources necessary to build and implement this innovation in one city to demonstrate success? (100 words)

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III. "MAKE THE CASE" TO REPLICATE THIS INITIATIVE IN OTHER LOCATIONS IN INDIA (OR WORLD)

How can this innovative solution be replicated in other cities in India -with a similar problem to solve? (200 words)

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What challenges need to be overcome for replication? (100 words)

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What circumstances must be present in order for this solution to be implemented elsewhere in India and its subcontinent? (100 words)

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IV. DESCRIBE THE ACTION PLAN TO SECURE ENGAGEMENT AND IMPLEMENT THE INNOVATION (OPTIONAL)

Please note: This section will not be directly scored by each reviewer. There, however, will be certain questions about the case study, when scoring the other sections, where scores provided by reviewers may be impacted by any information in this OPTIONAL section.

Please layout, step by step, what your team would need to do to convince the responsible stakeholder(s) to solve the problem, including the steps that would need to be taken to make the innovation into a success:

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Non-Monetary Resources Required:

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- Line item #3; Amount - Why (1 line only please)
- Line item #4; Amount - Why (1 line only please)
- Line item #N; Amount - Why (1 line only please)

TEAM PROFILES

TEAM LEADER: NAME HERE, LI PROFILE LINK (OPTIONAL)

Up to 75 words. Include brief bio. For your benefit, please also list your interest and type of work you'd like to pursue, and if you are interested in an internship or full-time work. This is your space to promote yourself. vulputate vitae nec felis. Phasellus id sodales eros. Mauris nec arcu in lectus faucibus tristique. Pellentesque acLorem ipsum dolor sit amet, consectetur adipiscing elit. Cras at justo vitae est congue vulputate vitae nec felis.

TEAM MEMBERS:

NAME HERE, LI PROFILE LINK (OPTIONAL)

Up to 75 words. Include brief bio. For your benefit, please also list your interest and type of work you'd like to pursue, and if you are interested in an internship or full-time work. This is your space to promote yourself. vulputate vitae nec felis. Phasellus id sodales eros. Mauris nec arcu in lectus faucibus tristique. Pellentesque acLorem ipsum dolor sit amet, consectetur adipiscing elit. Cras at justo vitae est congue vulputate vitae nec felis.

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NAME HERE, LI PROFILE LINK (OPTIONAL)

Up to 75 words. Include brief bio. For your benefit, please also list your interest and type of work you'd like to pursue, and if you are interested in an internship or full-time work. This is your space to promote yourself. vulputate vitae nec felis. Phasellus id sodales eros. Mauris nec arcu in lectus faucibus tristique. Pellentesque acLorem ipsum dolor sit amet, consectetur adipiscing elit. Cras at justo vitae est congue vulputate vitae nec felis.

INITIATIVE NAME
LOCATION

"Make the Case" Entry

TEAM NAME
SCHOOL

PLEASE PROVIDE THIS INFORMATION FOR THE JUDGES: REFERENCES/INTERVIEWS

INTERVIEWS (LIST PERSON, DATE OF INTERVIEW)

- 1.
- 2.
- 3.
- 4.
- 5.

REFERENCES

- 1.
- 2.
- 3.
- 4.
- 5.

DO NOT INCLUDE IN THE FINAL PRESENTATION THAT YOUR TEAM SUBMITS

DIRECTIONS FOR COMPLETING CASE STUDY

Dear Teams,

- 1) As a number of the winning Case Studies will be printed in the IPI Journal, we will award a small number of points for completing the Case Study by following these rules. Every team should receive the maximum points:
 - a. Please use Calibri font 10 for your answers.
 - b. Add your team's relevant information in the Header, replacing the placeholder name, location, team name, school.
 - c. Replace all "Lorem ipsum" passages throughout with your answers. These passages are placeholders for your answers.
 - d. Erase the (XXX words) and all other (Red Font directions) as these directions should not be part of your Case Study.
 - e. Replace the RED font with what is requested to add in its place, where applicable
 - f. Please adhere to the word limits.
 - g. Please use this Case Study "template" format.
 - h. Replace the footer information with your team name and initiative name
- 2) Building the Story: In Parts II and III, there are no wrong answers. Your Case Study should "Make the Case" why and how your innovation should be implemented, replicated and scaled. The more compelling your story, the greater the possibility that there will be interest by investors and users, if your innovation is one is selected as one of the 3 finalists.
- 3) Part IV is truly optional. If you plan to use this document for other purposes, this information will be valuable to have figured out, as well as sharing it with the judges will be helpful, too, for scoring your team's submission.
- 4) CAPP.Global may showcase all winning Case Studies on both its web site (CAPP.Global) and the CAPPIndia.in web site. At the appropriate time, we will require written permission from the stakeholder your team is writing about, especially if your innovation is not your teams.
- 5) Non-Confidentiality: Please do not submit any information that should remain confidential. All information provided to the "Make the Case" competition should be public information. There will not be any NDAs signed by reviewers, judges or anyone affiliated with this competition.