Fletcher D-Prize Competition

Custom Challenge
2014-2015 Academic Year

Propose a program to distribute an already proven poverty reduction intervention that is cost-effective, scalable and timely.

Tips To Consider

**Distribute a proven solution:** Your proposal must focus on increasing the distribution of a poverty intervention that already exists and is proven to be cost effective. Interventions should have strong evidence from credible sources that demonstrate measurable impact. Products should also have market testing.

**Be cost-effective.** 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. In your proposal, include data on the raw cost of treatment and the cost of total treatment (including distribution). Preference is given to proposals that include cost-effective metrics, like cost-per-DALY.

**Reach for scale.** D-Prize looks for proven technologies that can grow in scale and accessibility, and lead to an exponentially larger impact in the fight against poverty. There must be a large market need for this intervention. How many people currently have access to this intervention, and what is the gap between that and the total market need? What is the current method of distribution, and why do some people not have access?

**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.

Ready To Apply?

Download a First Round Application Packet and start creating your proposal. [www.fletcher.tufts.edu/D-Prize](http://www.fletcher.tufts.edu/D-Prize)

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