



HULT PRIZE

Instituto Desarrollo

2019 CHALLENGE

The challenge for each team involved in the 10th-anniversary Hult Prize will be to build the foundations of a venture that will provide meaningful work for 10,000 youth within the next decade.

MEANINGFUL

It must be paid and offer a minimum of 10 hours of employment per week

It must create positive social impact—“purpose.”

A CRISIS OF YOUTH ENGAGEMENT

Lack of opportunity for the younger generation, combined with fear of change among the older generation, has created a volatile global mix.

For every one young person with the commitment, capabilities, and (importantly) privilege to have participated in the Hult Prize, more than 50 others lack opportunity. Globally, youth (defined as ages 15-35) are three times as likely as adults to be Unemployed.

BARRIERS TO OBTAINING MEANINGFUL WORK

Lack of Confidence

Lack of Skills

Lack of Mobility / Geographic
Inequalities / Cost of Real Estate in
Cities

WHAT YOU CAN'T (EASILY) CHANGE BUT SHOULD UNDERSTAND

Poor Public Policy

Macro Disruptions

Technological Disruption

Cronyism, Favoritism, and Corruption

3.1. Conventional Solutions That Don't Work #1

MORE DEGREES

Neither growing the higher education industry nor improving primary school education are answers to today's global youth opportunity challenge.

3.2. Conventional Solutions That Don't Work #2

SUBSIDIZED PUBLIC SECTOR “JOBS”

“beneficiaries” of such programs temporarily receive paychecks, but because they do not learn market relevant skills, they are not long-term prospects for economic self-sufficiency.

CHASING THE AMERICAN (OR EUROPEAN) DREAM

BUILDING MORE ACCELERATORS AND INCUBATORS

Accelerators and incubators are overwhelmingly located in cities, whereas many of the world's most disconnected youth live in rural places. For another, they are primarily focused on a digital version of “tech.” In general, accelerators and incubators today reach and serve those who are already the most likely to find meaningful, stable work.

HERE'S WHERE YOU COME IN



LEARNING

not education



MATCHING

not subsidies



SOURCING

not migration



CREATING

not incubating

New ways to organize society that will create large-scale opportunities for youth to engage in meaningful work.

Your venture can be of any type, in any industry. As in previous years, you will need to envision and launch a business that can scale up—specifically, by growing to have a large-scale positive impact on society.

Unlike previous years, however, your venture will also need to scale out to provide meaningful work for 10,000 youth. Your impact will be greatest if you have a plausible strategy to reach disconnected youth—that is, those currently not in the workforce, in formal educational programs, or receiving training.

Learning: Creating pathways to meaningful work through improved skills

Have built learning into their business models, and many have taken the extra steps needed to bring neglected talent into the workforce.

Ex.

- Experiential learning has been the philosophy behind every EF program
- Aziz initially provided work for women in underdeveloped areas that they could do at home their skills improved, they trained other women to meet the growing demand for Bareeze's high fashion cotton clothing.

The key thing to understand about these two stories is that they illustrate opportunities for work-relevant learning, not "education."

Matching: Connecting buyers and sellers on multisided platforms

Companies in this category are “multi-sided platforms”—eBay being among the first—that bring together a large number of buyers and sellers in a marketplace of one-on-one transactions.

Sourcing: Building a business on hidden talent and productive capabilities

Companies in this category have used technology to overcome distance by digitizing work, increasing the efficiency of supply chains, and identifying talent through competitions.

Alibaba: a platform that would allow customers in the United States to buy directly from Chinese companies.

Like eBay, Alibaba linked buyers and sellers on an online marketplace, but the motivation for Alibaba was different: Alibaba focused on surfacing productive capabilities that had previously been hidden.

Creating

Companies in this category create meaningful work by inspiring, educating, and supporting entrepreneurs.

Mcdonalds The first was finding, inspiring, and training franchise owners. The second was creating a business model based largely on rental income from franchised locations, which made his franchising operation not just sustainable but highly profitable.

Kickstarter, highly successful company has nurtured entrepreneurial capabilities and supported the development of entrepreneurs on a large scale by providing financing.

A TALE OF TWO REALITIES

Ascending Market countries

In ascending market countries, youth are abundant but economically excluded. In these countries, a formal job is a an all-too-rare luxury.

Youth populations are growing rapidly, both in total and as a share of the overall population. In ascending market countries, youth are abundant but economically excluded. In these countries, a formal job is a an all-too-rare luxury.

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Aging Countries

Youth are increasingly scarce in aging countries, but they face the challenge of economic marginalization, due to the lengthening of retirement and the intensified use of technology. In short, the 20th-century “job” is a vanishing necessity.

They live in places where economic growth is generally slow or (in cases of recession) negative. Furthermore, they face significant competition in the workforce—largely from seniors who have chosen to stay in the workforce and from the automation/digitization of work.

MORE IS NOT NECESSARILY BETTER

For decades now, labor economists have argued—and policy-makers have believed—that going to college is the pathway to a better future.

A chronic problem in ascending economies is that college graduates struggle to find employment opportunities that match their level of education.

In middle-income countries with much larger proportions of college graduates, more than one-fifth of young job holders were overqualified for the work they were doing.

THIS TIME,
IT'S YOUR TURN.