



Unpack U Presents: U Prize

Do you have an **idea to improve mental wellness** in our Pittsburgh university community while following COVID safety protocols? If so, pitch us for **funding, support, mentorship and amplification**. We seek bold ideas and passionate leaders that need immediate funding to make Pittsburgh and the world a happier place.

Ideas range from a virtual event that reaches millions to a technology solution that raises our happiness level. Not sure how you will deliver every last detail? Still submit for consideration.

Funding for selected U Prize initiatives range from \$250 to \$2,500 as the starting point.

The Process

Step 1 - Application: Fill out our online application outlining your idea, budget and amplification strategies by **February 5th, 2021**. Link below:
<https://nycoc.wufoo.com/forms/u-prize-application-form/>

Step 2 - Pitch Video Submission: A selected number of applications are asked to submit a 30-60 second pitch video highlighting your idea. These applicants are provided an instructional sheet with steps on how to create and upload their pitch videos to YouTube. Final pitch videos will be due on **February 19th**.

Step 3 - Instructional Webinar: Before the pitch video submission deadline, Unpack U hosts a Zoom Webinar training session on how to create and present a succinct pitch video for your idea on **February 15th**. While it is optional, attendance is highly recommended.

Step 4 - Pitch Day: A handful of the video submissions receive an invitation to attend our virtual broadcasted "Pitch Day" on **Thursday, February 25th**, where applicants present their ideas and field questions from a select group of panelist judges. Each judge provides funding and assistance for the projects they choose to support. Additionally, Unpack U awards a "People's Choice" to the idea with the most support online from those attending the virtual broadcast.

Step 5 - Ongoing Communication & Execution: Unpack U provides each prize winner with documentation on the communication, execution and measurement process for each event.

For more information about U Prize, please visit our website at unpacku.org, or email us at unpacku@nycoc.org