Custom Challenge
Winter 2015

**Distribute a proven solution:** The custom challenge opens the door to any ideas you may have to distribute a proven poverty intervention to people in need. Your idea can come from any sector, focus on any poverty-related issue area, and be distributed in global location you choose in the United States or around the globe. Your proposal must focus on increasing the distribution of a poverty intervention that already exists and is proven to be effective. Interventions must have strong evidence from credible sources that demonstrate measurable impact they have made already. Products should also have market testing research or experience to demonstrate their viability in the markets you hope to penetrate.

The following are sources we recommend to evaluate effectiveness of poverty solutions:

- [Innovations for Poverty Action - The Abdul Latif Jameel Poverty Action Lab](#)
- [GiveWell.org Intervention Reports](#)
- [Cochrane Reviews](#)
- [World Health Organization (WHO)](#)
- [Technology Exchange Laboratory (TEL)](#)

**Tips to Consider**

**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. Using this idea as an example, your proposal should include data on the raw cost of treatment and the cost of total treatment (including distribution). Preference is given to proposals that include cost-per-DALY (disability-adjusted life year).

**Reach for scale.** 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? We seek proven technologies that can scale and have an exponentially larger impact than they currently have. There must be a large market need for this intervention.

**Why now?** If a gap exists between the current distribution and market need, why is that? What is the distribution problem that you are addressing and why are you able to make a difference? Include a compelling argument for why more effective distribution can close this gap and create impact for the community you are serving.
Ready To Apply?

Download a First Round Application Packet at www.nyu.edu/reynolds/d-prize/d-prize_participation.html

Questions? Email the Reynolds D-Prize team at reynolds.changemaker@nyu.edu