



UNDERGRADUATE COLLEGE

Business and Its Publics: Inquiry and Discourse Microgrant Lab Application

THE PROGRAM

The NYU Stern Undergraduate College's *MicroGrant Lab* is a co-curricular pilot program designed to provide a select group of students with an opportunity to bring the concepts studied in *Business and Its Publics* – the first course in the Social Impact Core Curriculum – to life by obtaining funding for projects that create triple-bottom line value within the NYC community. Eligible applicants are current, matriculated freshmen students who are enrolled in a spring 2011 section of C40.0125 at the time of the application deadline and during the entirety of the project period.

SPRING 2011

Interested students should apply for the pilot program by **5pm on Thursday, January 27, 2011**.

This is a competitive application process and funds may not be available for every project idea that is submitted.

APPLYING

Please email your complete application to kristy.mccadden@stern.nyu.edu.

Please note "S11 MICROGRANT LAB APP" in the subject line and attach supporting documents to your email using the following format: "LastName.FirstName.[title of document]"

For example, a resume attachment would be titled "McCadden.Kristy.resume".

Questions? Contact:

Kristy McCadden, Associate Director of Social Impact Programming
NYU Stern Undergraduate College, Tisch Hall
40 West Fourth Street, Suite 203
Kristy.mccadden@stern.nyu.edu

(212) 998-4024

**Business and Its Publics: Inquiry and Discourse
Microgrant Lab Application**

PERSONAL INFORMATION

Name: _____

Stern e-mail: _____

University ID#: _____

US Citizen (circle one): Yes No

US Permanent Resident (circle one): Yes No

Note: International students selected to receive an award will be asked to complete an alien collection form as required by the government. Awards are subject to appropriate U.S. taxes.

Major: _____

Double Major: _____

Minor: _____

Concentration: _____

Expected grad date: _____

C40.0125 section #: _____

GENERAL PROJECT INFORMATION

I will be working (circle one):

A) Individually

B) In collaboration with others as part of a group

Note: The NYU Stern Undergraduate College Microgrant Lab pilot program is only open to Stern undergraduate freshmen students.

If "B" is circled above, please list the names and C40.0125 sections of your group members in the following table:

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NAME	C40.0125 section #

Separate individual attachments:

1) STATEMENT OF MOTIVATION

Attach a statement in MS Word format that provides a narrative account of why you hope to participate in the MicroGrant Lab program, including but not limited to e.g., prior experiences, current course of study, current engagement in social impact activities, career goals and aspirations, etc.

2) PROJECT DESCRIPTION

Attach a statement in MS Word format that describes the project that you intend to undertake, including but not limited to e.g., project summary, mission, strategic objectives, market analysis (i.e., audience, customer, beneficiaries, etc.), plan of operations, budget, etc., as well as an explicit set of metrics for how you will account for the social, environmental and/or economic impacts of the project.

3) RESUME

Attach a 1 page current resume in MS Word.

4) TRANSCRIPT

Attach an unofficial transcript (from Albert). *Please include your name and N number.*

5) EXPENSE DETAIL

Attach a concise breakdown of your estimated expenses *related to this project*. Please include a brief statement about how an award will help you to achieve your goals.

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DELIVERABLES and DEBRIEF

If awarded a microgrant, you will be required to submit a wrap-up description and analysis of the project, including a frank assessment of its success (or failure) in producing triple bottom line value. This analysis will replace the standard Cycle 3 final paper in your C40.0125 class.

You will also be expected to attend and participate in the following meetings (dates currently TBD, but roughly as follows):

1. a kickoff meeting on Thursday, 2/3/11
2. a Project Workshop meeting (1) on Thursday, 2/24/11
3. a Project Workshop meeting (2) on Thursday, 3/24/11
4. a Project Workshop meeting (3) on Thursday, 4/14/11
5. a Project Showcase event – Date TBD

_____ I confirm acknowledgment and acceptance of these stipulations. (Please initial)

CONFIRMATION

Please initial below to confirm that all information contained in this application is complete and correct.

_____ I confirm that the information is complete and correct.