

Google.org

Google.org Impact Challenge

Agenda for today

Google.org Impact Challenge conception

Challenge Process

Impact & Results



The Google.org Impact Challenge for Women and Girls commits \$25 million to fund organizations creating pathways to prosperity for women and girls. This is an open call for applications, and selected charitable initiatives will receive up to \$2 million, as well as opportunities for mentorship and additional support from Google.



High level timeline

Challenge
Launch



App review & due
diligence

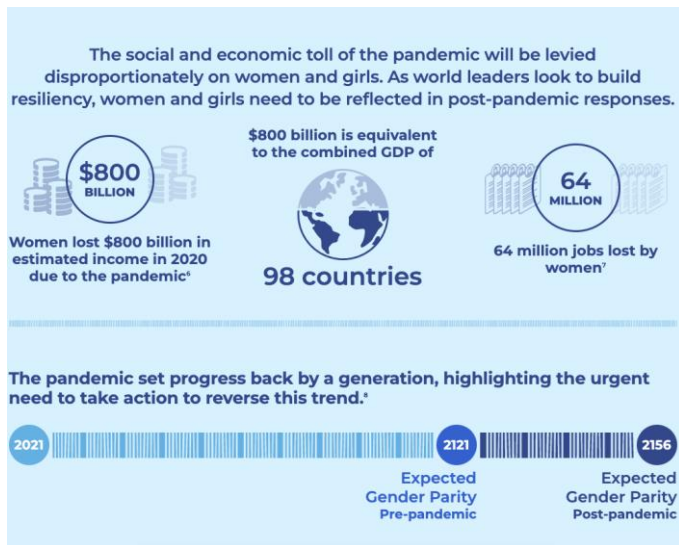


Recipient
Announcement

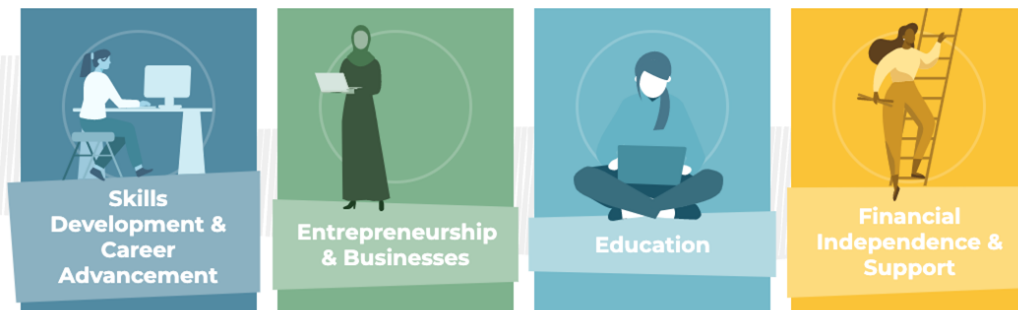


Recipient
support





Greater investment in women and girls can not only lead to economic empowerment, but also help address broader facets of gender equality — an objective of the United Nations' 17 Sustainable Development Goals. Our data shows there are four main areas of focus for applicants:



[Economist Microsite](https://www.economistmicrosite.com)



SWATALEEM and HUMANE WARRIORS empower historically underrepresented 10- to 16-year-old girls in India by disseminating education through interactive voice response system technology.

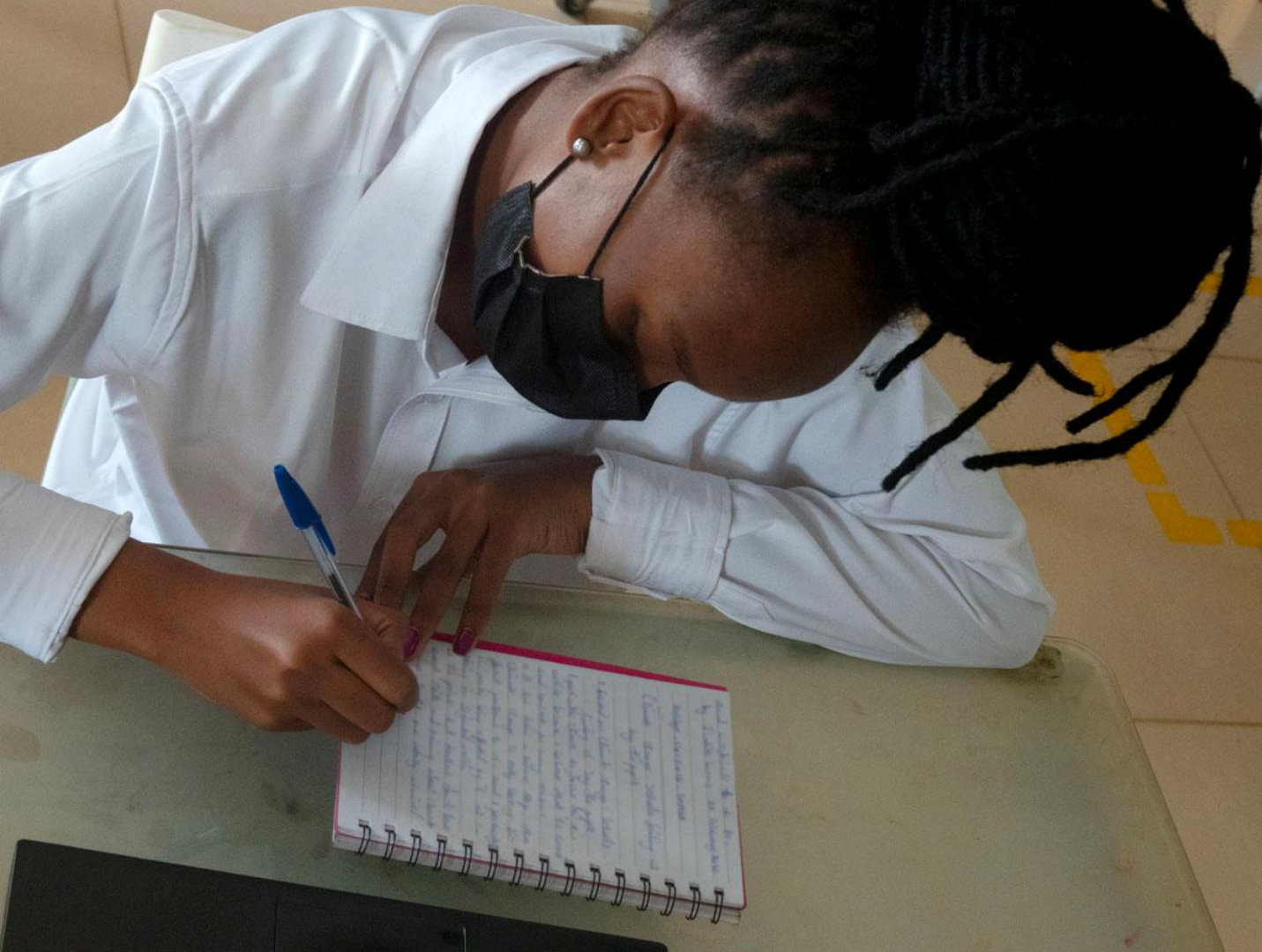
Using audio files that can be played through speaker phones (no internet needed), girls will gain access to skills in math, science and financial awareness, including topics such as opening a bank account. The app will bring together parents, teachers, students and the government to create an ecosystem that supports the girls' education.



ASOCIACIÓN COLNODO
connects rural women entrepreneurs to the internet and each other through cohort programming and mentorship. The association will bring internet access to 1,200 women and their families through eight community networks in disconnected rural areas, providing an environment for women to learn skills such as digital marketing, social commerce, financial education, e-commerce and content creation to boost their enterprises and improve their living conditions.



GIRLS INC. OF NEW YORK CITY inspires all girls to be strong, smart and bold, delivering life-transforming programs so that girls and women can thrive and live equitable and productive lives. Through a financial budgeting app with customizable multicultural avatars, animated curriculum and a playful “bot” that nudges girls towards goals, the “Her Future Project” will teach financial literacy and planning.



THE AKILAH INSTITUTE, part of the Davis College community in Rwanda, exists to support global education, with a focus on women's leadership and career development. Akilah will provide a training and job-matching program to place marginalized women in internships and jobs with U.S. corporate partners and other businesses in Africa. Women will participate in an introductory program to improve their English and digital literacy skills, followed by a training certification in Information Systems, Hospitality Management and Tourism or Business Management.





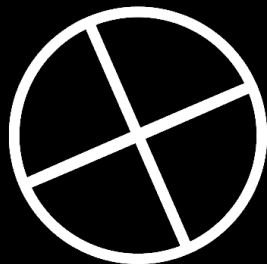
Where can we uniquely
contribute through our
resources or expertise?

Google.org Impact Challenge

Google. Confidential + proprietary.

Thank you!





**HACK FOR
EARTH**



DREAM

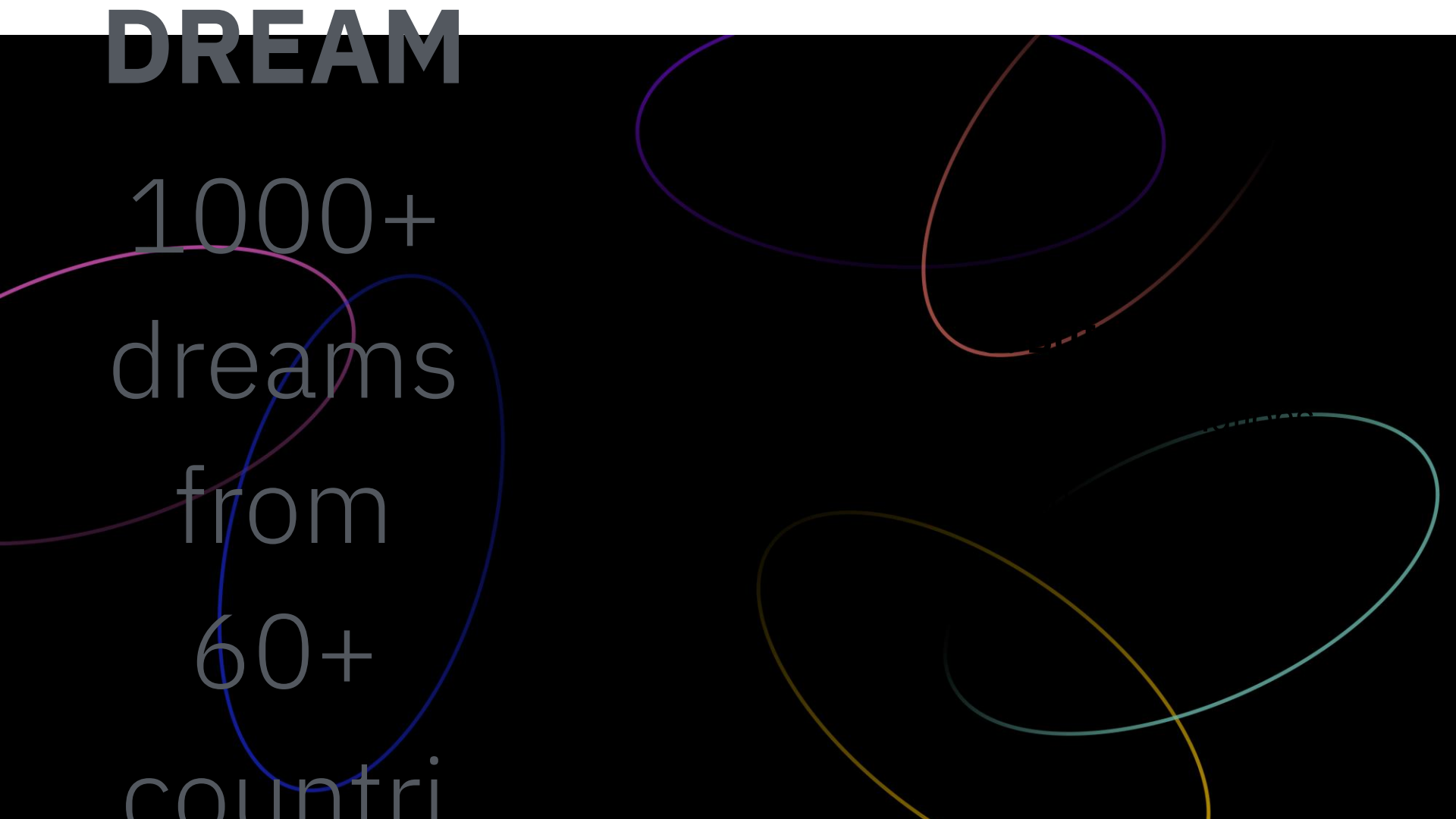
1000+

dreams

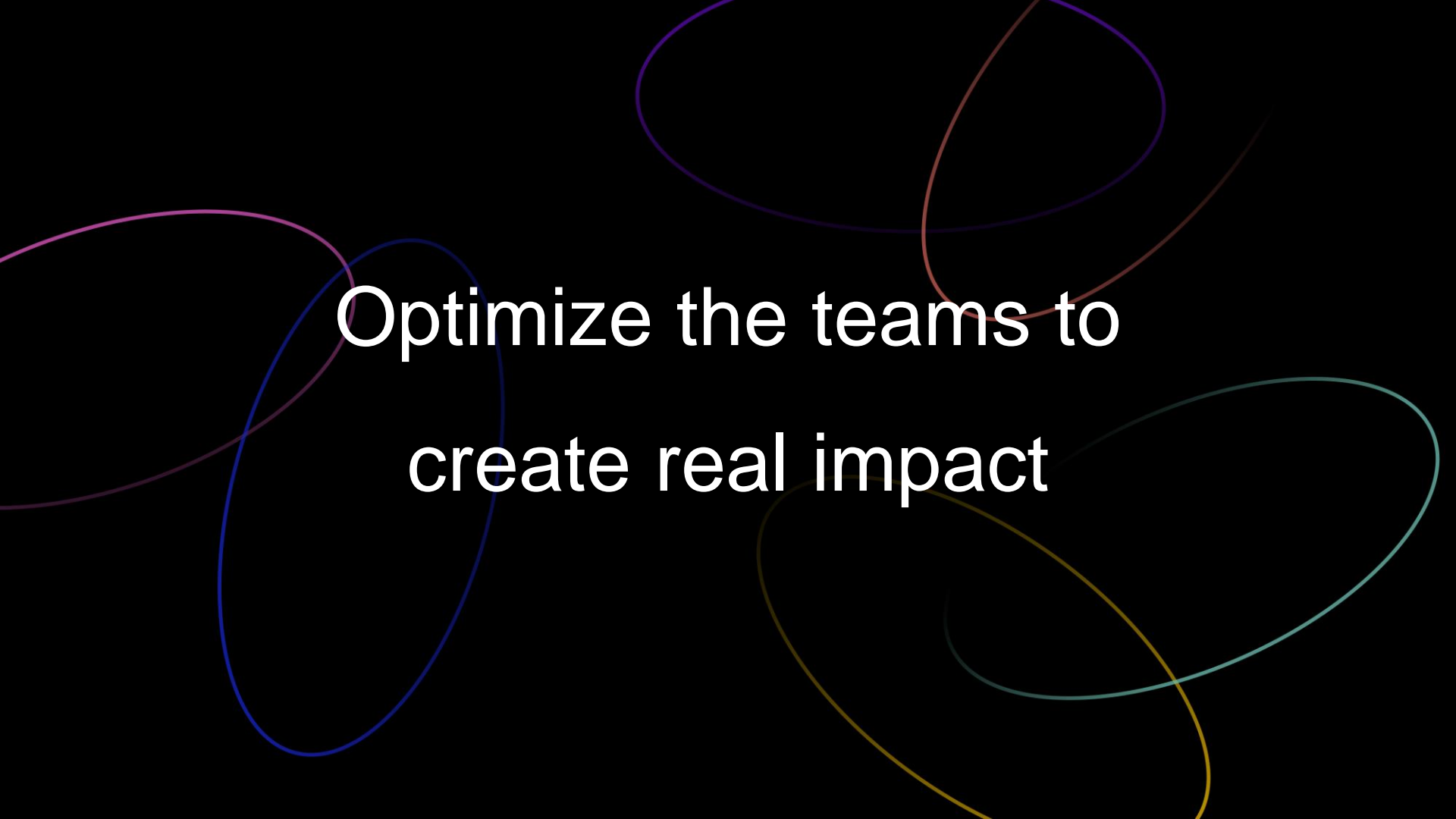
from

60+

countries







Optimize the teams to
create real impact



Halcyon Days of Hackathon



Case 1:
You do not have an idea!

- The Neuroscience of Conversations
- Life: the Best Catalyst for Innovation
- "In the middle of difficulty lies opportunity."*
- Albert Einstein

Case 2:
**You have an idea; but you have
not worked on it yet!**

- People and Psychological Safety
- Team is incredibly important, so is
the right competence!

Takeaway:

- *Innovation is more than just technology!*
- *Collaboration is the key!*
- *Personal dreams are crucial!*
- *Do not give fear a chance!*
- *Listen and talk!*



Hack for Earth Experience:



What do young people expect from Hackathons?



Build for Earth: The Cherry on Top

Ideas alone are vulnerable!



Luminous Teen: Dream that we hold fast to!



- Economic Inclusion for Young People ages 15-24
- Create new opportunities with Youth at its core
- Cause → Conversion Method→ Consequence
Similarly, Competence → Luminous Teen → Revenue

WHAT'S HAPPENING AT LUMINOUS TEEN?



Thrive Fellowship: A program for **Bangladeshi** young people ages 15-24 to develop transferable skills, receive intensive support and *secure decent career opportunities*. We will involve multilateral stakeholders in support of the 2030 Agenda for Sustainable Development.

WHAT'S NEXT?



Launch Youth Agencies and create employment opportunities!

Call for Action:

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