

# challenge one: the dream team

In an unprecedented show of bipartisanship, Congress has created a \$250 million fund to solve one of America's most intractable challenges. This fund must be fully spent within two years.

For the funds to be distributed, you have two tasks to complete.

1. You must work together to choose the **one** societal challenge that, if solved, will have the widest reaching benefit for communities across the country. The challenge should be focused and actionable (don't try to boil the ocean). In a few sentences, document the reasoning behind your choice.
2. Once you've agreed on the challenge, you must pick a **dream team of seven changemakers** in the United States who you believe can work together to solve this challenge – and you have to follow a few rules
  - You cannot select anyone in the room at the Upswell Lab.
  - You cannot select changemakers from any organization in your group.
  - Those you select for the council will not be allowed to contribute or solicit any more financial resources.
  - You may select only one person per sector. For example, you can't choose multiple foundation leaders, elected officials, academics, business leaders, etc. Think creatively about the ways people are doing changework!
  - At least two members of the dream team must serve in positions that aren't considered to be the top position at their organizations/businesses/causes.
  - For each person, you must write a few sentences about why you chose that person for both the challenge and this particular team.

**You have 20:00 minutes. Go!**

# challenge two: a new place to gather

As part of a massive development deal, San Francisco has decided to turn the cavernous buildings attached to the Palace of Fine Arts into a national center for changemakers.

The big idea is that the vast space inside should create an environment that is responsive to trends, ideas, needs, technology, innovation, and failure. Its purpose is to serve as a dynamic venue for changemakers to open their imagination, building deeper relationships, and testing new ideas.

Your team's job is to create a proposal for designing the space. Think HUGE. What kind of space would you want to spend your time in? What would inspire you to be collaborative? What kinds of things are Do you want a meditation room? A dodgeball court? A virtual reality center? An ice cream shop? The winning proposal will be determined based *solely* on creativity.

Here are the rules:

- This space will be used by changemaker from across the country, year-round.
- Your proposal should include at least 6 core components, with a one or two sentence rationale about why each component is essential. Think about the kinds of things that you believe every changemaker needs to thrive.
- You should also include a few sentences describing the space – the ambience, inspiration, and atmosphere.
- You may use your smartphones for research.
- At least one component must be an evolution of a concept that you've seen in your own work.
- In addition to your written rationale, one team member should sketch a rough floor plan to show how the pieces fit together.
- And, finally, you must give this space a name. For inspiration purposes, it might help to know that the space is the former home of San Francisco's Exploratorium.

**You have 20:00 minutes. Go!**