

## **JPMorgan Chase Social Good Challenge**

### **Background**

With its growing population, rich supply of eager entrepreneurs and small business owners, and increased investment in the region, Columbus, Ohio is ripe to become the next Silicon Valley. With this momentum is an increased need for entrepreneurs and small businesses in the region to more easily gain access to capital, afford management and consulting services, and knowledge of how to effectively and strategically partner with local government.

### **Challenge**

Develop a web or mobile app that would help increase the number and capability of small business owners and entrepreneurs in the City of Columbus. We have a handful of questions to consider at our booth and we will review these during our workshop.

### **Prize**

BOSE SoundLink Around-Ear Wireless Headphones (4 total, 1 per team member)

### **Judging Criteria**

1. **Social Impact**
  - a. How well does the solution address the challenge or problem?
2. **Innovation and Creativity**
  - a. How creative is the solution?
  - b. Does it bring new ideas and approaches to solving the problem?
3. **Completeness of Solution**
  - a. Is the solution finished? Does it work?
  - b. Is there a roadmap for future enhancements?
4. **Sustainability**
  - a. Is the solution sustainable within the context of the community it's aiming to impact?
5. **Design**
  - a. Is the solution well-designed?