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# Case Competition

A HerRights Global project in partnership with Arizona State University

*Do well by doing good*

- Inspiring next-gen entrepreneurs and driving social justice

*Nonprofit committed to ending gender violence and facilitating social justice*



**HerRights**

# TECH FOR SOCIAL GOOD

- 1 Overview
- 2 Process
- 3 Participants
- 4 Follow-up

# 1

## OVERVIEW

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### What is it?

A **case competition** in which contenders develop and submit a business proposal for a **tech idea, device or service** that supports a social justice or a humanitarian cause in the areas of **gender and human rights**.

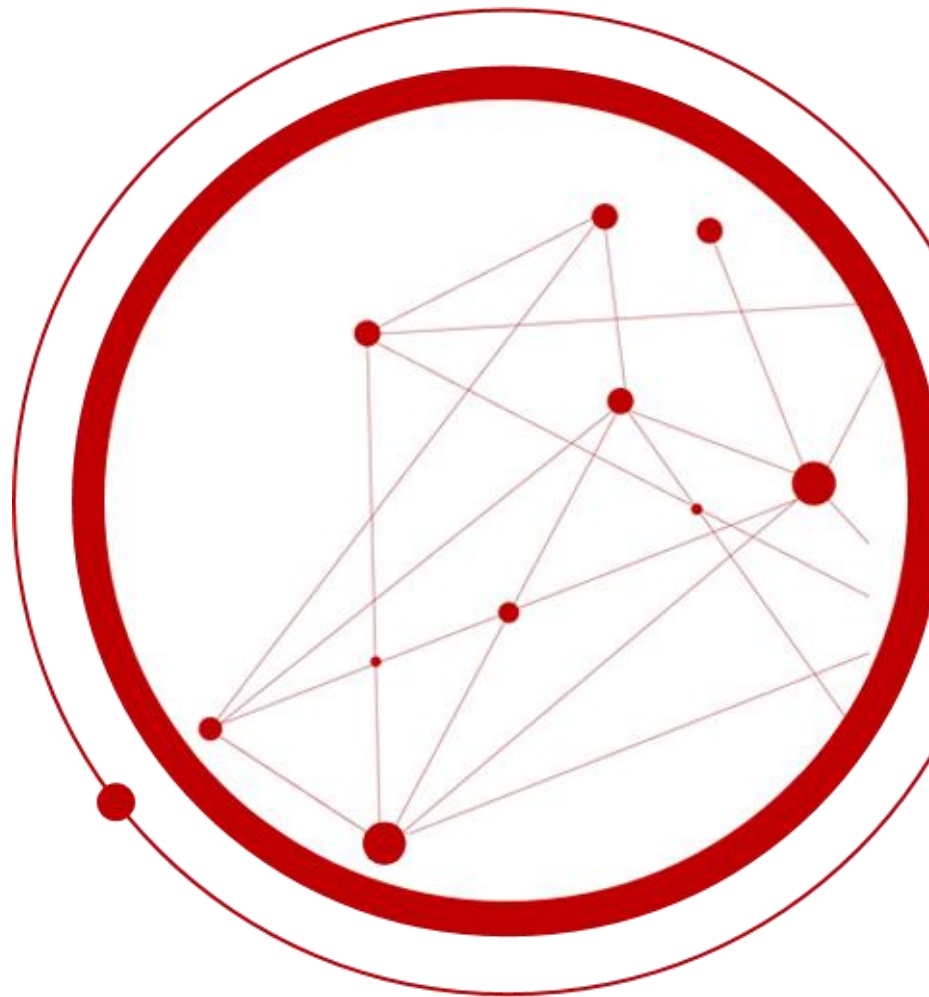
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## WHY

### WE MAINTAIN...

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The world can be made better only through a **multiplier effect** in which we inspire and support novel ideas, which in turn, **inspire more**.



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## WHEN

2023

**Jan - Feb**

Identify Candidates /  
Recruitment

**Mar 18**

Introduction and  
Orientation

**Jul 4 -10**

Slide Submission

**Jul 15**

Final Presentation and  
Peer Voting



# 02

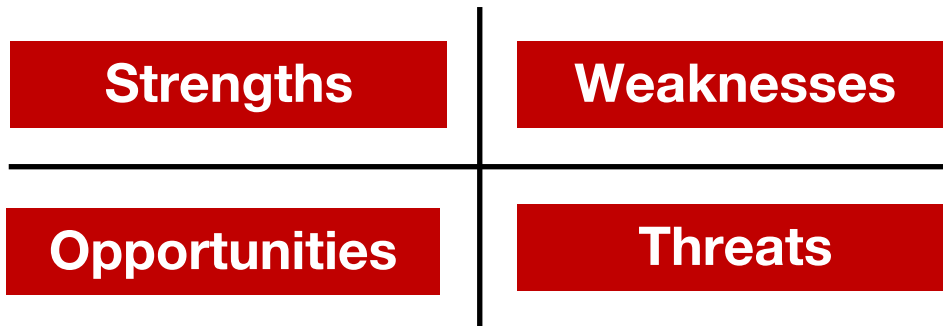
## PROCESS

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- 1. Prepare:** attend a 1-hr overview session in which you will review market research, SWOT analysis, minimum viable product design, and business case prep training.
- 2. Develop:** take three (3) months to work on your own original proposal for a viable tech idea, product or service that will serve humanity.
- 3. Submit** 5-10 slides with concept, SWOT, and business plan.
- 4. Present** your idea at a group meeting with other submitters, HerRights, and guest judge(s).

- ❑ All proposals will be published and publicized by HerRights and its partners via web and social media channels.
- ❑ All contestants will receive consultation and as applicable, referrals to corporate support, internship opportunities, and recruitment pipelines.
- ❑ The top submission (decided by peer voting + guest judge ranking) will win \$200 dollars.
- ❑ All submitters will receive a letter of recommendation and a participation certificate from HerRights.
- ❑ Submitters retain full rights over their proposals
- ❑ Submitters will receive mentoring as needed if they choose to pitch their idea elsewhere (e.g., Shark Tank or other corporate, investment, or university incubation programs).

- ❑ **Brainstorm** tech product or a service
- ❑ Complete **market research (SWOT)**
- ❑ **Develop business plan** and presentation







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# 2023 PARTICIPANTS

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## CONTESTANTS

Daichi Tabatadze  
Emily Wong  
Erica Soekardono

## GUESTS / GUEST JUDGES

Connor Baskin, Career Counselor, [W. P. Carey Career Management](#)  
Kiran Ramakumar, Executive Director, [Arizona Microcredit Initiative \(AMI\)](#)  
Shiwani Sandhu, Senior Manager, Business Solutions, [Per Scholas](#)

## TEAM HERRIGHTS

Tanu Ghosh, Founder & Board Chair  
Ruia Gautam, Board of Directors  
Angel Brandwein Aldero, Executive Director

# TEAM HERRIGHTS



**Tanushree Ghosh**

Founder HerRights Global  
Chair, HerRights Board  
Director of Manufacturing,  
Supply Chain and Operations,  
Intel Corporation



**Ruia Gautam**

HerRights Board of Directors  
Chair, Outreach, Projects &  
Programs  
Arizona Community  
Organizer and Activist



**Colleen Coons**

HerRights Board of Directors  
Retired Director,  
International Sales,  
United Parcel Services (UPS)



**Banoo Parpia**

HerRights Board of Directors  
Retired Director of International  
Development, Cornell University



**Angel Brandwein Aldero**

Executive Director, HerRights  
Ex Officio, HerRights Board  
Chief Operating Officer,  
Institute for Mental Health  
Research

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## **FOLLOW-UP**

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- **AZ Tech Leadership Council**
- **Phoenix Start-up Week**
- **Yes Phoenix**
- **Venture For America**
- **Golden Seeds**

# HerRights Global

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[www.linkedin.com/company/herrightsglobal](http://www.linkedin.com/company/herrightsglobal)

[www.youtube.com/channel/UC8qntCMxTOzSogxQJVHfRw](http://www.youtube.com/channel/UC8qntCMxTOzSogxQJVHfRw)



Established in 2016, Her Rights Inc. (@HerRightsGlobal) is a registered 501c3 nonprofit in the state of Arizona working locally and globally to further gender parity and social justice. The organization functions with a volunteer board of directors and welcomes contributions, collaborators and partners.

If you are interested in making a donation, connecting us to funding or partners, or serving as a volunteer, connect via our website: [www.herrights.website](http://www.herrights.website) and/or by email: [herrights@herrights.website](mailto:herrights@herrights.website).