

East Stroudsburg University of Pennsylvania



REQUEST FOR PROPOSALS 2021-2022

Program Purpose

East Stroudsburg University (ESU), in alignment with its strategy to become a university that has a reputation for innovation and entrepreneurship, offers the **Out of the Box** internal grant opportunity. This opportunity is sponsored by the Office of the Provost.

This internal grant program allows all ESU faculty, staff, and students the opportunity to experience the positive impact of entrepreneurship. It is intended to support the development of and to infuse an entrepreneurial culture at ESU.

This opportunity seeks to support entrepreneurship at ESU and not workforce development, which are not the same thing.

Workforce development is about bringing people to jobs. *Author unknown.*

Entrepreneurship is the persistent progression towards an innovative solution to a key problem. It's the constant hunger for making things better and the idea that you are never satisfied with how things are." *Debbie Roxarzade, founder and CEO of Rachel's Kitchen*

An ESU Entrepreneur is an innovator who creates opportunities and implements solutions-for profit or non-profit-for the ESU community and beyond.

Collaborative proposals are strongly encouraged.

Link to ESU's Strategy

The proposals must address how the project or proposed idea is in alignment with ESU's strategic plan *Students First: Empowering Innovation through Collaboration 2017-2020*. ESU's goals for 2020 remain the same as those identified for 2014-2017. Goal 3 is: A Reputation for Innovation and Entrepreneurship: Creating a Curious, Inventive, and Risk-Taking Community.

Award Amounts

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Depending on need and justification, **Out of the Box** will award from \$500-\$2,500. Larger amounts will typically be awarded to collaborative grants.

Proposal Due Dates

Deadlines for the 2021-2022 academic year are ongoing. The committee is open to proposals related to COVID 19, but all fresh and innovative ideas are welcome. Proposals are reviewed soon after they are submitted for a quick funding decision.

Proposal Requirements and Guidelines

The RFP is competitive. Departments may submit more than one proposal. Collaboration within and across colleges is encouraged, as are collaborative proposals between faculty and other non-faculty members of the community.

1. Project funds are awarded to activities that support entrepreneurship.
2. The number of grants awarded will be based on the availability of funds and proposal merit.
3. The proposals must be submitted via [ESU eGRANTS](#) by the deadline each quarter.
4. A final evaluation report will be submitted within two weeks of completion of the project.
5. It is expected for grant recipients to share their entrepreneurial activity to the ESU community when possible.

CRITERIA FOR SELECTION:

Proposals must demonstrate:

- **Creativity.** A new and fresh approach to expand on something that already exists or to solve an existing problem.
- **Entrepreneurial Mindset.** How will the proposed project hone entrepreneurial skills?
- **Impact.** How will the proposed make a difference? What are the measurable outcomes?
- **Sustainability.** How will activities carry on after the end of the grant?

PROPOSAL FORMAT: Briefly describe how you plan to infuse entrepreneurship on campus and how you will assess its impact. Please create a document with the following elements and upload with your application in [ESU eGRANTS](#).

1. Name(s) and academic department (s) you are affiliated with.
2. Project Title
3. Project Narrative (2 page maximum) including:
 - Goals and Objectives
 - Project idea or concept; please emphasize the relation to ESU's strategic plan *Students First: Empowering Innovation through Collaboration 2017 -2020*
 - Timeline – please give a definitive start and end date to the project and key events within project implementation

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- Expected Outcomes and Evaluation Plan
4. Budget – The budget template is available in the competition area in [ESU eGRANTS](#)
- Include a budget narrative

Example of Funded Project: Join the Flock Socks, Awarded 2017

This project created a small-scale social entrepreneurship initiative run through the C.R.E.A.T.E. Lab. The goal of Join the Flock Socks was to start a campus-wide initiative to create a culture among students, faculty and staff that embraces social entrepreneurship, creativity and innovation; to brand innovation and entrepreneurs at ESU via specially designed socks; and to contribute financially to a local and international charity to support their social mission.

For further assistance, please contact Christina McDonald, Director, Office of Sponsored Projects and Research, cmcdonald9@esu.edu, 570.422.7954.



Principal Investigator/Project Directors should be aware of their obligations to cooperate with ESU in the case of an invention or output that may lead to commercialization. Please read the Technology Transfer Procedure and sign the Cooperation Agreement upon applying to this program. Documents are available on ESU e-GRANTS upon application and also on the Tech Transfer webpage at: https://www.esu.edu/ospr/tech_transfer_commercialization.cfm