



HULT  
PRIZE

# HULT PRIZE

# About the **Hult Prize**

The **Hult Prize empowers the next generation** to reimagine the **future of business**. Through our year-long social entrepreneurship competition, over 100,000 young people in **120+ countries** work to create high-impact startups that address the annual Call to Action in alignment with the United Nations Sustainable Development Goals. Finalists pitch their businesses to a panel of expert judges, and the winning team receives **\$1M USD in funding** to make their idea a reality.



# The Hult Prize Story

## Hult Prize

Since it was launched in 2009 by a group of Hult International Business School students, the Hult Prize has engaged more than **1 million youth worldwide**. Many of our alumni continue to work actively on solutions to the world's most pressing social issues. The Hult family, founders and owners of EF Education First and benefactors of the Hult International Business School, support the prize by **providing a US\$1M grant** to the winning team(s) at a capstone event each September.





# Hult Prize Challenges

## 2010 Education



## 2011 Clean Water



## 2012 Energy Poverty



## 2013 Global Food Crisis



## 2014 Healthcare



## 2015 Early Childhood Education



## 2016 Doubling Income



## 2017 Refugee Crisis



## 2018 Harnessing the Power of Energy



## 2019 Youth Unemployment



## 2020 Bold Businesses for a Better Planet



## 2021 Food for Good



## 2022 Getting the World Back to Work



## 2023 Redesigning Fashion



## 2024 & 2025 Hult Prize Unlimited





# HULT PRIZE CHALLENGE

*The Hult Prize will now remain open!*

Startups will have to pitch any idea for a social enterprise, as long as it is world-changing and aligned with at least one the the United Nations Sustainable Development Goals (SDGs).



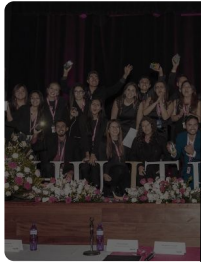


2024 Hult Prize Winner  
**Korion Health**  
**University of Pittsburgh, USA**



# Hult Prize

## Impact by Numbers

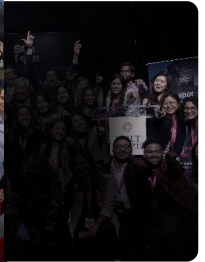


**+1M**  
Alumni

**+100K**  
Annual Participants

**+10K**  
Annual Expert Pool

**+120**  
Countries





OnCampus Program winners without a National Competition in their countries will be fast-tracked to the **2nd Online Review**



# THE COMPETITION PROCESS

## QUALIFIERS

### OnCampus Program

September - February

Min 5+ startups

### Open Application

September - February

2nd Online Review

1st Online Review

**2. Nationals**  
March-May

**3. Digital Incubator**  
June-July

**4. Global Accelerator**  
August

**5. Global Finals**  
September





# GLOBAL FINALS

The 6 Global Finalist will pitch their idea for the Hult Prize **\$1M**.

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2022 HULT PRIZE  
Global Finals

The Hult Prize  
inspires students  
to solve the  
world's biggest  
challenges  
through social  
entrepreneurship





# 2025 COMPETITION UPDATES

## STARTUP ELIGIBILITY

- A team formed by **2-4 members**.
- Students must be at least **18 years old** by Feb 28th, 2025.
- Members can be from **different universities**.
- They have to pitch a **for-profit for-good social enterprise** that is aligned with at least one of the UN SDGs.

## STARTUP REGISTRATION

Registration for startups are **officially open**:



[Startup Registration Form](#)

## STARTUP SUBMISSIONS

- Must be completed by **Feb 28th, 2025**.
  - All startups can submit but **winners, 1st & 2nd runner ups are required to**.
  - Registered startups will be notified via email when submissions are open.
- Startups submissions:**
1. Startup One Pager (template will be provided)
  2. 4 min pitch video (youtube link)
  3. Pitch Deck (PDF)

# How to Compete

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Students around the world form teams & answer our call to action by creating high-impact startups that can have real impact!



## Form a team

- Must be a student in a degree seeking program
- 2-4 students
- Up to 3 students from a different university



## Ideate

- Ensure your venture is for-profit & for-impact
- Ideas must align with at least one of the **United Nations Sustainable Development Goals**



## Pitch!

4 minute pitch + 4 minute Q&A

# Post, Like, Share!



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