Levy Inspiration Grant Program Guide

The Levy Inspiration Grant Program, funded by a generous gift from Larry and Carol Levy, allows students with entrepreneurial ambitions the opportunity to immerse themselves directly in the market they wish to address. Rather than studying a problem from afar, we want you to experience it firsthand. As the name implies, the core tenets of this program are inspiration, exploration, and immersion. What you immerse yourself in and where you do it is completely up to you. With a Levy Inspiration Grant, we want you to go see for yourself.

For more detailed guidelines, please see the Levy Inspiration Grant guide here. To apply, please fill out this form.

Guidelines

- **All Kellogg students** are eligible to apply
- **Funding**: Up to $5,000 per trip, reimbursed after travel is complete
  - **Applying as a pair**: For those that intend to apply for a Levy Inspiration Grant as a pair, students must each submit an individual application for the program and indicate the name of the other student that they are applying with in their application. Paired applications must be submitted within 24 hours of each other. Please note, students applying as a pair for the same trip will only receive up to $7,500 total between the two of them for reimbursement.
- **Destinations**: Trips can be domestic or international, and students may travel wherever they choose based on the problem they would like to explore.
  - **Travel to your home country**: The intent of the Levy Inspiration Grant Program is to allow students to travel to a place that they generally haven’t been before and study a new topic that is inspiring to them. Program funding is not intended to be used for students to travel to a place that they have previously lived or spent extensive time traveling. If you have previously lived in a country or locale for any period of time but would still like to study a problem that would be helped by traveling there, please let us know and we can discuss on a case-by-case basis.
- Allowable expenses include economy airfare, hotel/accommodations, and ground transportation. Food and alcohol will not be reimbursed. Any other types of expenses will be determined on a case-by-case basis based upon student’s proposed activities and budget.
- Expenses must be in line with NU’s Travel Policy and Tax-Exempt Policy, where applicable.
- In the spirit of entrepreneurship, we also recommend that you be as “scrappy” as you can during your trip. This may allow you to stretch your budget and could be the difference between spending one week or two-and-a-half weeks learning and gathering information in your given destination. Think about it!
- **A note about conferences**: While conferences can certainly be inspirational, the purpose of the Levy Inspiration Grant Program is to get you in-market to be directly inspired by potential customers and other stakeholders. Conferences don’t quite fit within the program’s intended scope and are therefore ineligible for Inspiration Grant funding.
Deliverables

- **A physical item/artifact from your travel.** This artifact should be a symbol of your trip and learnings with some meaning behind it. *Note: this artifact will be collected by the Entrepreneurship team for display and use by the Levy Inspiration Grant Program.*
- **Photos and videos from the trip.** We’ll use the photos and video that you provide to us to enhance the final video we make with your interview. The more photos and video you can provide, the better your final interview video will turn out!
- **A brief interview** about the experience to be edited into a **2-4 minute video** for future Kellogg students and other community members to view

Application Process

- You must apply at least **4 weeks in advance** of your estimated travel dates to give the Entrepreneurship at Kellogg team enough time to review your application.
- If you are approved for an Inspiration Grant, your travel must take place **within the current or next quarter** from when you have applied, or by July 1 for graduating students.
  - Based on the full-time student academic calendar, some recommended travel periods include but are not limited to: early summer between end of spring quarter and start of summer internship, end of summer between end of internship and start of fall quarter, and winter break. Ultimately, it is up to the student to determine the optimal time to complete the travel.
- Receipts are due **within 60 days** of the conclusion of travel and can be submitted through the Reimbursement Portal.
- Reimbursement cannot occur until **all deliverables** have been provided.
- Additional reimbursement details will be provided upon application approval.

Application Questions

- **Personal Info** (name, degree program, etc.)
- **What topic** are you inspired by and why?
- What specifically are you **hoping to learn**? **What questions** are you hoping to answer?
- Please provide **2-3 specific hypotheses** that you plan to test during the course of your Inspiration Grant experience and how you plan to test them.
- **What research** have you **already done** to learn about this?
- Do you have any **local contacts** in the area?
- What makes you **excited** about the opportunity to pursue this?
- **What coursework, leadership, and other involvement** have you had at Kellogg related to entrepreneurship?
- **Estimated Travel Dates**
- **Estimated Budget** (attachment)
  - Please include estimated line items in the following categories with as much specificity as you can provide:
- Airfare
- Hotel/Accommodations
- Ground Transportation
- Any other items or categories unique to your trip or activities

- Draft Itinerary (attachment)
  - Please include a rough itinerary for your trip, focusing on how long you would like to travel to your desired market and what you would spend your time doing there.