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. If you’re ready to apply, please fill out this form.

Program Goal

The goal of the Levy Inspiration Grant Program is to give students the opportunity to study a problem firsthand rather than researching it from afar. Students may submit an application on any subject or location of their choosing, but keep in mind that we are looking for students to tackle big, gnarly issues through their grant. In particular, the problem that you focus on in your application should be a significant issue that affects a lot of people. The “inspiration” part of the grant is about you getting inspired about a topic that you care about, but also working on an inspiring problem that could help change the world!

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: The intent of an Inspiration Grant is to allow you to travel to a place that you haven’t been before to be inspired around a subject new to you. With this in mind, trips can be domestic or international and students may travel wherever they choose based on the problem they would like to explore. Inspiration Grants are not intended to cover travel that you would otherwise be undertaking anyway. For example, if you are traveling home to Mexico for winter break or to London for an exchange quarter, an Inspiration Grant can’t fund your trips to and from that location. Please reach out to the Entrepreneurship at Kellogg team if you have any questions about destinations.
- 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 you 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 as an
  archive of your trip, and we may even use them in the final interview product. The more photos
  and video you can provide, the better!
- **A brief interview** about the experience to be edited into a 3-4 minute recording 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)
  o 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)
  o 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.