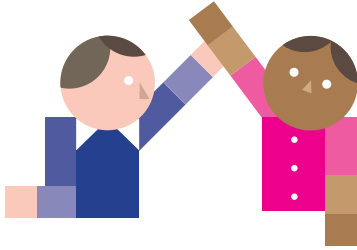


ASHOKA'S SEARCH AND SELECTION PROCESS

ASHOKA INVESTS IN PEOPLE. WE SEARCH THE WORLD FOR LEADING SOCIAL ENTREPRENEURS AND ELECT THEM INTO OUR GLOBAL FELLOWSHIP WHERE THEY JOIN A NETWORK OF 3,000 PEERS IN 70 COUNTRIES. THIS NETWORK CONNECTS ASHOKA FELLOWS TO THE PEOPLE, IDEAS AND RESOURCES NEEDED TO GROW AND DEEPEN THEIR IMPACT.



1 NOMINATION Ashoka accepts and reviews nominations from social entrepreneurs themselves or anyone familiar with their work on a rolling basis. Share suggestions through this link: <http://ashoka.org/nominate>. At each stage in the process, candidates are evaluated against our five core criteria:

1. NEW IDEA

Is the person possessed by a new idea—a new solution or approach to a social problem? Is it a transformational innovation or just a tweaking of how things are currently done? How is it different from what others do in the given field?

2. CREATIVITY

Is the candidate highly creative in both goal-setting and problem-solving? Both are key. Are these qualities clearly present throughout the candidate's life as well as in the current work and its history?

3. ENTREPRENEURIAL QUALITY

Is the person so committed to his or her vision that it is impossible for him or her to rest until the vision becomes the new pattern across society? Does the person relentlessly grapple with the many practical "how-to" challenges?

4. SOCIAL IMPACT OF THE NEW IDEA

Is the idea likely to solve an important social problem at the continental level? Is the idea itself sufficiently new, practical, and useful so that people working in the field will adopt and replicate it? Ashoka is interested in transformative ideas that will change norms in the field.

5. ETHICAL FIBER

Would you instinctively trust him or her? Social entrepreneurs introducing major structural changes to society must be deeply trusted to succeed.



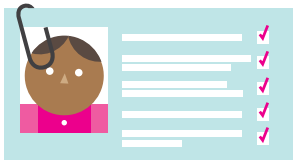
2 FIRST OPINION Ashoka's team begins the conversation with social entrepreneurs to learn about their work and their trajectories. This may include a site visit and input from other leaders in their field.

3 SECOND OPINION A senior Ashoka representative from outside the region interviews each candidate in-person, applying Ashoka's criteria, probing a candidate's life history, and relying on his or her deep understanding of social entrepreneurship.



PANEL

Ashoka convenes three leading social and business entrepreneurs from the country to assess the candidate's idea and potential impact in relation to the local context. Each panelist meets with each candidate individually, and then the panel convenes as a group, facilitated by the Second Opinion interviewer, to decide by consensus whether to recommend candidates to the final stage.



5

BOARD The Ashoka team collaborates to write a candidate "profile" that represents the main elements of the entrepreneur's work and demonstrates how each of the criteria has been satisfied. Ashoka's Board of Directors provides a final review based on candidate profiles and panel recommendations.

EVERYONE A CHANGEMAKER

Ashoka strives to build a world where problems do not outrun solutions – what we call an Everyone A Changemaker™ world. Leading social entrepreneurs play a central role, but so do changemakers of all types, working on problems big and small. For candidates that do not advance through our process, we strive to facilitate introductions and engage them through platforms such as Changemakers, Youth Venture, Ashoka U, and Start Empathy.

