

Levy Inspiration Grant Program

Funded by a generous gift from Larry and Carol Levy, the Levy Inspiration Grant Program allows students who want to be an entrepreneur 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**.

About the Program

Program Goal

The goal of the Levy Inspiration Grant Program is to give entrepreneurial students the opportunity to study a problem firsthand rather than researching it from afar. Students may submit an application on nearly 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 to create a business that could help change the world!

This program is intended for...

- Students looking to go deeper in a topic and/or problem they're **passionate** about with an eye towards **starting a business** or towards a business that you've **already begun to explore**. Students should be open to starting this business while at Kellogg or within a couple years of graduating.
- Students applying with an **entrepreneurial focus**. For us, this means focusing on *"I'm going to learn so I can **do**"* rather than *"I'm going to learn so I can **know**."* This should be evident through your proposed itinerary and meetings, your questions and hypotheses, and your motivations and interest that you share in the application.

Funding and support

- Up to **\$5,000** for an individual or up to **\$7,500** for a pair, paid via reimbursement
- 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.

Process

Application and eligibility

- All **full-time and Evening & Weekend** Kellogg students are eligible to apply.
- If you are approved for an Inspiration Grant, your travel must take place within the **current or next quarter** from when you have applied.
- You may only receive **one** Inspiration Grant during your Kellogg career.
- All travel must be completed **before graduation**.
- Students who have already taken or are currently enrolled in **Entrepreneurship courses** at Kellogg will be more heavily weighted during the application review process.
- For paired applications, each student must submit their own application indicating their source of inspiration, future plans, and hoped-for learnings, and neither will be considered until both applications have been submitted.
- For paired applications, we also expect you to share hotel rooms, which is a policy we hold across all Entrepreneurship at Kellogg programs. If you're traveling as a pair and would like to each have your own room, the second room would be at your own expense.

Application Deadlines:

- For travel during November/December, the deadline to apply is **October 1**, and decisions will be shared by **October 10**.
- For travel during March/Spring Break, the deadline to apply is **January 15**, and decisions will be shared by **January 25**.
- For travel outside these parameters, the deadline to apply is **2 months prior** to your anticipated travel start date.

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.*
- **A summary slide deck** that details the lessons and learnings from your trip and helps prep for your interview.
- **Photos and videos from the trip.** We'll use these photos and videos as an archive of your trip and potentially for program marketing. The more photos and video you can provide, the better!
- **A brief interview** about the experience to be edited into a 10-minute podcast episode for future Kellogg students and other community members to enjoy. We'll ask about the experience of being in-market to learn rather than doing research from afar, your learnings, and your future plans. You can find all published episodes of the Levy Inspiration Grant Program podcast [here](#).

A few things to note...

Reimbursement Policy

- Receipts are due **within 30 days** of the conclusion of travel and will be submitted electronically through the ENTR Reimbursement Portal.
- Reimbursement cannot occur until all deliverables have been provided. Additional reimbursement details will be provided upon application approval.

Travel Visas

For countries that require a travel visa, **it is the responsibility of the student applicant(s) to complete all visa requirements upon grant approval.** Our team is happy to provide an official grant letter if needed, but all other visa paperwork must be completed by the student in a timely manner. We recommend researching visa requirements before you apply for a grant, as they will vary and visa application timelines may take weeks to process. We also recommend checking the [U.S. DOS Travel Advisory](#) page to check the advisory level for your intended destination(s). Any countries with **Level 3 or 4** advisories should be reconsidered for Levy Inspiration Grant travel.

Additional Notes

- The program is not intended to prepare you for a role after Kellogg.
- The program is not intended to cover travel you will be undertaking anyway (such as travel for a planned exchange quarter), personal travel, or to provide a cultural immersion experience.
- The program is not intended to cover travel to conferences.
- The program is not intended to provide inspiration for a business with a tourism focus.
- The program is not intended to cover travel for something you're simply interested in learning more about without an intention of starting a business.
- The program is not intended to provide inspiration around starting a non-scalable, services business.

Check out the next few pages of this guide for sample itineraries from actual Inspiration Grant trips!

Sample Itinerary #1 - South America

Below is an example itinerary from a previous Inspiration Grant trip (individual names have been changed).

Location	Date	Proposed Activities
Santiago, Chile	6-Dec	1) 3 Restaurant Owner Visits (contacts in progress)
	7-Dec	2) Meet with Person A (Kellogg '14) - Director of Biz Development at Business A (chain of bakeries in Chile)
	8-Dec	3) Set up meeting with team at Pipol - restaurant tech startup (e.g., mobile payments)
	9-Dec	
Buenos Aires, Argentina	10-Dec	1) 3 Restaurant Owner Visits (contacts in progress)
	11-Dec	2) Meet with Person B (Kellogg '10) - entrepreneur in F&B space
	12-Dec	3) Meet with Person C (Kellogg alum) - comes from Coca-Cola, lead at Google, will have good insight into starting a business for restaurants in Argentina
	13-Dec	4) Set up meeting with team at Fudo - restaurant tech startup (e.g., online ordering for restaurants), Parra Payments - restaurant PoS, and Resermap (reservation platform)
	14-Dec	
Rio de Janeiro, Brazil	18-Dec	1) 4 Restaurant Owner Visits (contacts in progress)
	19-Dec	
	20-Dec	2) Meet with Person D (NW '18), works at startup
	21-Dec	
Sao Paulo, Brazil	23-Dec	1) Meet with Rappi Sao Paulo team (contact in progress)
	24-Dec	2) 3 Restaurant Owner Visits (contacts in progress)
	25-Dec	3) Meet with Person E (startup founders) - will have good insight into startup space in Brazil
	26-Dec	4) Set up meeting with team at Zak - restaurant tech startup (e.g., PoS)

Sample Itinerary #2 - Australia

Below is an example itinerary from a previous Inspiration Grant trip (individual names have been changed).

Date	Start Location	End Location	Travel	Activities	Notes
4-Dec	Chicago	Flight	ORD-SYD	Fly to Sydney from school!	
5-Dec	Flight	Flight		In-flight (time change)	
6-Dec	Sydney	Sydney		Land in Sydney at ~9am Meet with Bain & Co Australia Sustainability Practice Head Meet with Ocean Impact Organization (startup accelerator)	
7-Dec	Sydney	Sydney		Meet with Planet Protector Packaging (startup) Meet with Hullbot (startup)	
8-Dec	Sydney	Sydney		Visit SEA Lift Sydney Aquarium; Meet with leadership / researchers there Meet with Samsara Eco (startup)	Activity expense = aquarium ticket Many aquariums around the world are also centers for conservation and education. Based on what I've gleaned from their website, this one seems to be no different. I'm hoping this will be a good time to learn more about the science, ecology, flora, and fauna. Maybe they'll even be showcasing some cutting edge ideas
9-Dec	Sydney	Sydney		Meet with various researchers at University of Sydney	
10-Dec	Sydney	Cairns	SYD-NCS	Fly to Cairns for weekend Potentially meet with researchers at James Cook University	
11-Dec	Cairns	Cairns		Day trip (maybe overnight) to Great Barrier Reef, ideally with environmentally / research focused organization	Activity expense = fee for typical tour I believe that it will be important to see the Great Barrier Reef (what am I hoping to protect? What damage can I see with my own eyes?) What I witness and learn may also give me credibility with the researchers and business leaders I meet during the trip
12-Dec	Cairns	Tasmania	NCS-HBA	Fly to Tasmania	
13-Dec	Tasmania	Tasmania		Meet with Sea Forest (startup) Meet with Wave Swell (startup)	
14-Dec	Tasmania	Melbourne	HBA-MEL	Fly to Melbourne	
15-Dec	Melbourne	Melbourne		Meet with Blue Carbon Lab at Deakin University Meet with Great Wrap. (startup)	
16-Dec	Melbourne	Melbourne		Meet with Slurry Tub (startup) Meet with other startups / leads from prior conversations	
17-Dec	Melbourne	Melbourne		Meet with other startups / leads from prior conversations	
18-Dec	Melbourne	Los Angeles	MEL-LAX	Fly home to LA for break!	