

ONEshot Global

asu innovation challenge proposal

**how do we lead
healthier, more
fulfilling lives?**

meningococcal disease is a bacterial infection that

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claims the lives of thousands annually

claims the lives of thousands annually

need | impact
need | impact

united states: communicable disease, over 4000 cases reported annually. easily spread in **university housing**

meningitis belt of africa: Over 40,000 cases reported annually. highly communicable, **WHO epidemic status**

ONEshot Global is a nonprofit organization that through fostering community partnerships provides meningitis vaccinations to college students living in residence halls in the United States, while still addressing the global issue at hand.

For every single vaccine given stateside, one shot will be given to someone in the meningitis belt of Africa. ONEshot can save two lives; one saves two, it's that easy.

**deliverables and
metrics for
measuring impact**

Local vaccines: Provide vaccines to college freshman at university move-in

Metric for Measuring Success: OneShot will administer 200 vaccines to students living in dormitories and other university housing options.

Global vaccines: OneShot will provide vaccinations to a clinic in the meningitis belt of Africa to administer cost-free immunizations.

Metric for Measuring Success: OneShot will donate a number of vaccines greater than or equal to the amount of vaccinations provided stateside.

Education/Advocacy: Meningitis awareness will be provided in several avenues, including incorporating advocacy into “move-in preparation” documents, distributing materials in high foot-traffic areas around campus and educating the parents of incoming students.

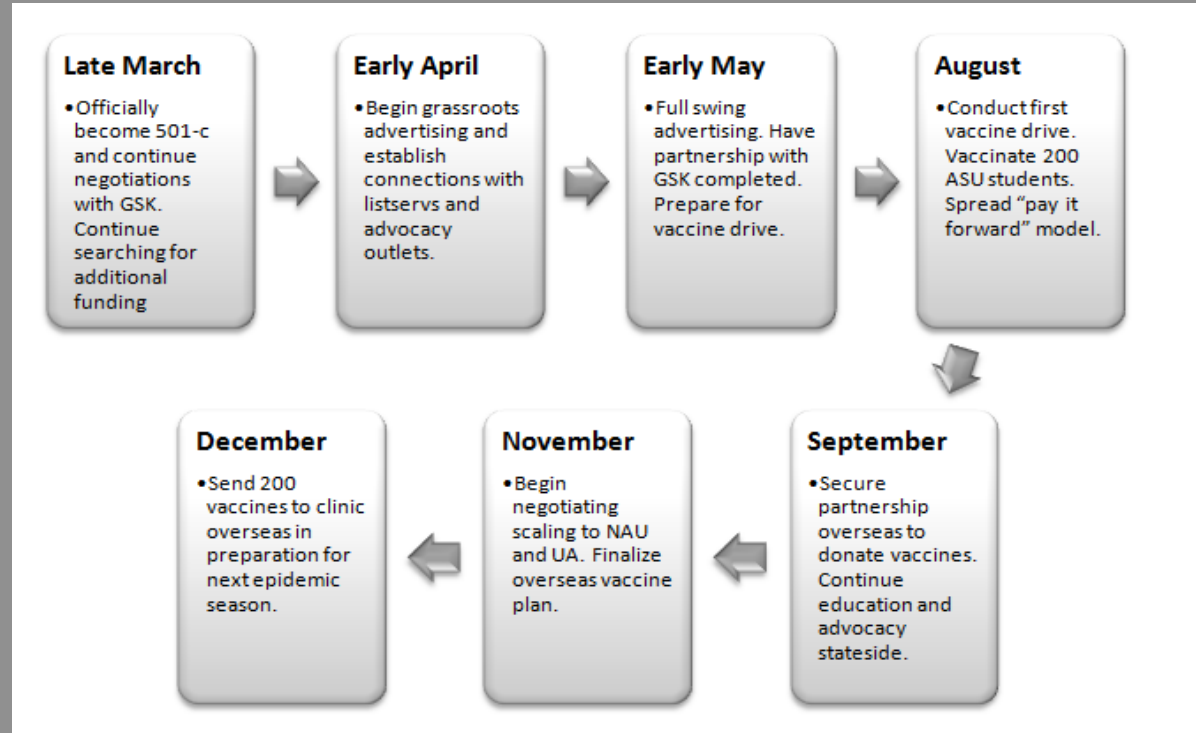
Metric for Measuring Success: For every vaccine given, we will encourage individuals to tell three friends, resulting in 150 new potential customers after only 50 vaccinations.

challenges | solutions

1. vaccine barriers
2. sustainability
3. expansion
4. continued relevance

1. improved communications, geared towards *social* issue, not media
2. continued pursuance of additional funding until permanent investment
3. ensure efficacy of deliverables
4. effective use of marketing and branding

the ONEshot team



the ONEshot timeline

Tyler Eltringham: Chief Executive Officer
Tyler Liss: Chief Financial Officer
Ginger Whitesell: Chief Creative Officer
Corey Frahm: Director of Strategic Initiatives
Geoff Prall: Director of Networking and Resources

ONeshot Global ASU Innovation Challenge Budget

	REQUESTED	JUSTIFICATIONS	Source
Direct Costs	\$		
501c3 Incorporation	\$850	Direct cost of applying for non-profit status. Benefits OneShot by allowing us to file for tax exemptions, receive public and private donations, create a formal corporate structure, discounts on bulk mailing, cheaper advertising, and free radio and TV public service announcements.	http://www.afj.org/assets/resources/nafp/501cs-benefits.pdf
Legal	\$2,550	To be allocated to legal advising for 501c3, to ensure all paper work is filed correctly, for negotiations with partnering with GlaxoSmithKline, and for advising on the appropriate process for filing for IP rights.	
Advocacy and Education	\$3,000	Used for the procurement of educational materials and advertisements, as well as the distribution of said materials. The materials will be used in the advocacy of educating students, as well as the local community, in the inherent benefits of becoming vaccinated.	http://dms.myflorida.com/business_operations/state_purchasing/vendor_information/state_contracts_agreements_and_price_lists/state_purchasing_agreements/archive/quick_copy_services_expired2/price_sheets_fedex_kinkos
Indirect Costs			
Advertising and Publicity	\$1,000	Used in conjunction with additional cost-free resources for viral/grassroots awareness campaigns. In order to promote the organization OneShot as an entity, and the goals of which OneShot strives to accomplish.	
Organization Support	\$600	To further the OneShot club on the University campus by getting locations to advertise and recruit members on campus, to ensure a continuous growth and popularity of the club.	
Administrative Expenses	\$2,000	Administrative budget to cover immediate costs like registration for networking and educational conferences; booth reservation for vaccinations; and costs for hosting OneShot marketing and awareness events.	
TOTAL PROJECT BUDGET:	\$10,000.00		