

## **ASU Innovation Challenge Proposal: ONEshot Global**

### **The Need**

Meningococcal meningitis is a communicable bacterial infection that claims the lives of thousands globally each year. Over 78,000 cases of meningococcal meningitis are reported every year from the meningitis belt of Africa where dust-winds, cold nights, and upper respiratory tract infections common to this region, in combination with the prevalence of regional HIV/AIDS, lead to rapid and extraordinary transmission of the meningococcal infection; a disease that left unchecked can kill within 48 hours of contraction, while upwards of 3,000 cases occur stateside. ONEshot will vaccinate college students, an age group ‘at risk’, through fostering community partnerships and increasing the overall social embeddedness and public health awareness of the community, and will donate a vaccination to an individual in Africa for every vaccine administered stateside, thus providing a local solution to a global challenge.

### **The Idea**

Acting upon the ASU Challenge of leading healthier and more fulfilling lives, ONEshot Global’s impact will be measurable in three categories: local vaccines (by providing no less than 200 vaccines to ASU students in its first year of organization), global vaccines (by matching the number of vaccines administered stateside, and donating them to a clinic in the meningitis belt of Africa), and education/advocacy (by employing a ‘pay it forward’ word of mouth advocacy models to bolster customer growth in conjunction with social media and branded signage.) ONEshot Global will replicate the “One for One” business model of not-for-profit businesses popularized by TOMS Shoes, turning a health issue into a social issue.

### **The Impact**

Having already gained partnerships with Sanofi Pasteur, ASU College of Nursing and Healthcare Innovation, ASU Health Services, the Maricopa County Department of Public Health and Safety, and the MCCChIP, ONEshot Global will use **\$10,000.00** from the ASU Innovation Challenge to garner the resources necessary to conduct its first vaccine drive in August, and successfully donate its first round of immunizations to Africa in December. ONEshot is requesting \$10,000.00 from the ASU Innovation Challenge to help form the organization into a 501(c)(3); provide 200 vaccinations on-campus; increase on-campus and local awareness of meningococcal meningitis; establish relationships with international vaccine companies; and develop an international aid partnership with 1 clinic in Africa's Meningitis Belt. OneShot hopes to gain the support of the ASU Innovation Challenge by offering exciting and respectable first-year gains but also by creating community and international partnerships that ensure ONEshot Global's continued success into the following years. A few milestones for the coming year include becoming a 501(c)(3) by March, finalizing our financial partnership and conducting the first annual vaccine drive where OneShot will vaccinate no less than 200 students in August. ONEshot global's local timeline will coincide with its global endeavors in December, where the organization will donate no less than 200 vaccinations to a clinic in the meningitis belt of Africa.

### **Mission**

In response to the international threat of meningococcal meningitis, ONEshot Global is a non-profit organization that through fostering community partnerships, provides meningococcal meningitis vaccinations to college students living in residence halls in the US, while also addressing the global issue at hand. For every single vaccine administered stateside ONEshot will donate a vaccine to the meningitis belt of Africa. One shot can save two lives; one saves two, it's that easy.