

C.K. Prahalad Grand Challenge 2021

In his writing **The Multinational Mission: Balancing Local Demands and Global Vision**, CK Prahalad addressed the rapidly increasing globalization of the world and posed solutions for what that meant in the business world. Today, the impact of the COVID-19 pandemic has highlighted the need for global collaboration and action amidst an unprecedented time of crises. With countries all over the world racing to create an effective vaccine to combat this virus and many reaching the final stages of testing, the next and most crucial step is equitable vaccine distribution.

Goal:

Ensuring global vaccine distribution is the only way to mitigate and halt the spread of this pandemic as increased globalization has led to the rapid and widespread infection of viruses. Unfortunately, this could take years and never fully occur if implemented improperly. With many countries lacking the materials and infrastructure necessary to handle mass vaccine distribution, there is an urgent need to develop an equitable, effective, sustainable, and scalable vaccine distribution plan. While this is a task that has been handled primarily by the public sector in the past, large populations such as that of the more than 1.3 billion individuals living in India combined with varying access to healthcare systems and the speed at which the vaccines need to be distributed prove to be one of the biggest obstacles to distribution frameworks and present an opportunity for collaboration between the public and private sector. **For the C.K. Prahalad Grand Challenge 2021, your goal is to create an innovative business model that will ensure the equitable distribution of COVID-19 vaccines across India in collaboration with the Indian government while maintaining health and safety protocols.**

For additional information please review these sources:

https://www.dhl.com/content/dam/dhl/global/core/documents/pdf/glo-core-delivering-pandemic-resilience-2020.pdf?j=501938&sfmc_sub=246156674&l=59_HTML&u=29723565&mid=7275327&jb=182

<https://www.indiatvnews.com/news/india/which-coronavirus-vaccine-best-for-india-pfizer-moderna-sputnik-oxford-astrazeneca-experts-665645>

You are encouraged to think creatively and explore non-traditional tactics and business models that will allow for the most equitable distribution of COVID-19 vaccines in collaboration with the Indian government. There is no limit to your business model and we are excited to see the ideas you set forth. The criteria below will be used to evaluate your submission.

Evaluation Criteria:

How will we judge your business plan?

- Economic feasibility
- Logistical feasibility
- Feasibility of collaboration with the Indian government
- How the existing Indian government health infrastructure is being leveraged
- Level of positive impact
- Scalability
- Equitability
- Inclusion of various age groups and communities at high risk
- Quality of submission

Directions:

- The prompt is on our website: michiganindiaconference.com, and it will be emailed upon registration.
- Registration and Submission Deadline: February 12th, 2021 11:59 PM ET
- Email completed submission to this email: grandchallenge@michiganindiaconference.com
 - Please submit all sources for facts and data
 - Presentation file name: <primary contact name>_<school name>_<team name>
 - Email subject: <primary contact name>_<school name>_<team name>
 - Submissions must be no longer than 10 slides (excluding appendix)
 - Include a video of 6 minutes max presenting your slideshow
 - Submission format: PDF
- Finalists will be announced on March 2nd by 11:59 PM ET

To help guide you in your process think about the following design criteria:

1. Project description
2. Scope
3. Constraints
4. Target users
5. Exploration Questions
 - a. What are the biggest weaknesses of the current healthcare system and way of distributing vaccines?
 - b. What sustainable business model can solve some of the pain points and support the healthcare system so that it can benefit society the greatest amount?
 - c. Are there any new technologies that can be leveraged to solve this problem?

- d. How can private companies work within the constraints of the government taking the lead in vaccine distribution.
- 6. Expected Outcomes