

**The Ohio State Alliance for the American Dream is seeking ideas to raise the income, or reduce expenses by 10% for 10,000 Ohio families by the end of 2022.**

Ideas selected to move forward in the Alliance will receive funding and support to aid in the development of the ideas through a collaborative co-design process.

**Successful ideas will:**

- Involve and benefit a diverse group of people.
- Be grounded in research and data based evidence.
- Include a strong technological component.
- Be bold, transformational, sustainable and multidisciplinary.
- Demonstrate a partnership between The Ohio State University and the Ohio community.
- May address some particular disparity/disparities relevant in each community.

**The Goal**

The American Dream evokes America as a land of opportunity — a place in which everyone has the freedom and opportunity to achieve success, regardless of background, race, or socioeconomic status, and a belief in upward mobility where each generation will be better off than the previous.

A growing middle class is in many ways the embodiment of The American Dream.

- Middle-class households are not rich, but they have some economic security — through health insurance, savings, or access to other essential services, such as education, child care, and transportation. They may own their home, which is likely their largest asset. Middle-class households who are financially stable do more than just make ends meet. They have some cushion to buffer from a financial shock, such as loss of wages or a medical event, through personal savings and an ability to borrow on credit. For those who are teetering on the edge of just barely being middle class, financial stability and economic mobility are paramount.
- Middle class means the middle range of the income distribution — from about two-thirds (67%) to double (200%) the overall median household income.

A growing middle class is critical for the renewed prosperity of our communities and nation.

**Pathways**

Proposals may emphasize two pathways to growing the middle class:

**PATHWAY #1:** Greater upward mobility of lower-income people who are without the economic securities of the middle class.

**PATHWAY #2:** Greater stability for those middle-class individuals who are economically vulnerable and are at risk of falling out of the middle class.

## Timeline

October 1, 2019-Idea submission closes.

November 1, 2019-Top 5 ideas selected. The Top 5 proposing teams will receive \$25,000 in funding to assist in further development of proposals.

January 13, 2020-Top 5 teams will present proposals.

February 1, 2020 the top three teams selected and receive \$50,000 in funding to assist in further development of proposals.

March 2020-Selected teams present to Schmidt Futures panel.

June 2020-Teams selected by the Schmidt Futures panel present to Eric Schmidt.

## Submissions must include:

### I. Idea Description

How will your idea raise the incomes of 10,000 households by 10% by 2022 in targeted Ohio Communities through increasing incomes, decreasing costs, or a combination?

Include the following:

- a. Problem Statement
- b. Idea
- c. Key Metrics
- d. Innovative/Technical Elements

### II. Supporting Research, existing or proposed research.

### III. Partners, include current and aspirational partners.

### IV. Roles and Responsibilities of Key Personnel

Cover sheet, including title, name(s) and contact information, and endnotes do not count toward the page limit.

Submissions, may range from 3- 5 single spaced pages, 11 pt. Arial or Times New Roman Font with 1" margins must be submitted to [americandream.osu.edu/submit-your-idea](http://americandream.osu.edu/submit-your-idea) by **11:59 p.m. on October 1, 2019.**

## Resources

If you have an idea and need help finding partners, growing your team, finding technical or research advice? Join us at one of our upcoming events to network and learn! [americandream.osu.edu](http://americandream.osu.edu)