Challengers Program

Albert Einstein once said, “We cannot solve our problems with the same level of thinking that created them.” Therefore, the Impulse Summit seeks not to be another meeting among business leaders. Instead, we aim to challenge today’s decision makers during the summit by integrating new perspectives from 60 well-chosen young students. Those talents should represent diverse backgrounds, striving to learn from industry leaders while being brave enough to challenge them at the same time. Impulse is convinced that this exchange can be beneficial for all participants to create solutions for prevailing challenges. Therefore, Impulse unites high level representatives of the sports ecosystem with brilliant young minds creating both discourse and network.

What does the Program look like?

The Challengers Program is part of the Impulse Summit at the University of St. Gallen and its agenda is designed to create a valuable experience on a professional, intergenerational and cultural level for students.

29.10.2018: Challengers Day
  - Spend the day with our premium partners (workshops, challenges, recruiting and social events...)

30. & 31.10.2018: Impulse Summit
  - Keynotes, Panel Discussions & Workshops
  - Most original ideas of the essays will be pitched and awarded

01.11.2018: Sports related side events & cultural expeditions

Who are we targeting?

Students with various backgrounds (sports, business, technical, etc.) of major universities around the globe are welcome to apply for the Challengers Program. We are looking for makers, innovators, creative people, visionaries or fans with out-of-the-box ideas.

Value of the Challengers Program

The Challengers Program is way more than just a network or recruiting event. After successful application, you
  - Get the chance to meet leading personalities & companies in the world of sports
  - Receive access to the Impulse Summit with its side events
  - Enter a competition which is endowed with prizes worth 10’000 CHF
  - Receive the possibility to personally challenge a leader
  - Are offered a platform to network
  - Obtain a chance for exceptional career opportunities worldwide
  - Experience a creative atmosphere for an inspirational exchange
  - Receive full coverage of travel costs & lodging
This is the **Challengers road to Impulse Summit**

1. Online application by July 31st 2018, 24:00h GMT+2
   a. Creating a pitch addressing a particular issue in the sports ecosystem. Specific questions are tailored to the premium partners’ requirements and will be published at least until the end of May.
   b. Curriculum Vitae, Confirmation of matriculation
2. Rigid selection process until August 15th, 2018 with subsequent personal invitation
3. *Impulse* week starting on October 29th 2018