



Frugal Innovation Challenge 2027

Team guide

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An initiative by  **brac**

Who can apply?

The Innovation Challenge is open to Bangladeshi students and recent graduates who meet the following requirements:

- Bangladeshi national
- 18–26 years old
- Currently studying in 3rd year or above at a public, private, national or international university in Bangladesh
- Or a recent undergraduate or postgraduate graduate (within one year)
- Students from any academic discipline can apply
- Must apply as part of a team of 3–5 people

The Challenge does not require prior expertise in climate science or Climate Information Services.

Who cannot apply?

You cannot apply if you:

- Are not a Bangladeshi national
- Are outside the **18–26** age range
- Are not yet in your 3rd year of university
- Have an established business
- Are applying with an existing startup
- Are enrolled in a professional Master's programme

Build your team

The Challenge is designed for interdisciplinary teams.

Your team should have 3–5 members who can bring different perspectives to the same problem.

Your team must be mixed-gender and cannot consist of only one gender.

Teams may include students or recent graduates from:

- Different academic disciplines
- Different universities
- Different backgrounds and areas of experience

Cross-university teams are welcome. Multidisciplinary teams are encouraged.

Think beyond your own discipline

A climate-related problem rarely belongs to one discipline.

A team might bring together perspectives from areas such as:

Climate / Agriculture

Understanding climate risks, natural systems and livelihoods

Social Sciences

Understanding people, behaviour, communities and systems

Business / Finance

Thinking about viability, financial mechanisms and scale

You can also bring other relevant skills and perspectives into your team.

What should your idea be about?

The overarching lens is exploring how climate and weather information can help people prepare for, respond to and recover from climate risks.

Your idea should connect to a real problem and at least one challenge area.

Your idea can also address more than one area.

What are we looking for?

There is no single type of solution.

Your idea could be:

A product

A service model

A behavioural change initiative

A financial mechanism

A business model

A frugal technology

A community intervention

A combination of these

A strong concept should:

Address a clear, real problem

Start with a problem that people actually experience.

Be practical and affordable

Think about what could work within real constraints.

Fit existing realities

Consider communities, institutions, behaviours and systems.

Connect information to action

Show how climate information, resources or services could help people prepare or act.

Have potential beyond one person or place

Think about whether the approach could work in other contexts.