Road to Finals Teaser Reel - Hard Work

Projected publish date: 11/13/25

Instagram/FB caption:
"It was in our first meeting that we realized we had to change everything." 📈

This summer, regardless of the time of day, someone somewhere at Ashridge House was working hard to transform their business. Our Global Accelerator cohort juggled investor meetings, programming, due diligence deadlines, and late night strategy sessions, all while pursuing their degrees.

The path to entrepreneurship can be unforgiving, but there's nowhere better than Ashridge to find balance and avoid burnout. Whether it's a morning trail run, a mindful walk in the gardens, or a swim at the lifestyle centre pool, our entrepreneurs have the chance to take a beat, a breath, a break. Sometimes that's exactly what's needed to reach that one key breakthrough.

Some teams, like CeluNova, arrived and went back to the drawing board. This pivot, supported by mentors, experts, and peers, was exactly what brought them to the Global Finals stage to pitch for the million. In just five weeks, our teams reached milestones that might've taken six months or more.

This could be your team. Your strategy sessions. Your breakthrough moment. Hult Prize is calling the next generation of impact entrepreneurs for 2026. Ready to accelerate your startup and compete for $1M USD in funding? Register through the link in bio.

LinkedIn caption:
"It was in our first meeting that we realized we had to change everything." 📈

Behind the historic facade of Ashridge House this summer, student entrepreneurs were tackling one of business's greatest challenges: building startups at the Global Accelerator while still pursuing their degrees.

The path to entrepreneurship can be unforgiving, but there's nowhere better than Ashridge to find balance and avoid burnout. Whether it's a morning trail run, a mindful walk in the gardens, or a swim at the lifestyle centre pool, our entrepreneurs have the chance to take a beat, a breath, a break. Sometimes that's exactly what's needed to reach that one key breakthrough.

Some teams, like CeluNova, arrived and quickly realized they needed to fundamentally rethink their approach. These pivots, guided by world-class mentors, industry experts, and peer

founders, don't derail progress. They accelerate it. Strategic reinvention was exactly what brought CeluNova to the Global Finals stage to pitch for $1M USD.

The results speak for themselves: in just five weeks, our accelerator teams reached milestones that might've taken six months or more to achieve independently. That's the power of immersive entrepreneurship combined with the right support ecosystem.

This could be your team. Your breakthrough moment. Your pitch on the global stage.

The Hult Prize is now calling the next generation of impact entrepreneurs for the 2026 competition cycle. If you're a student founder ready to accelerate your venture and compete for $1M USD in funding, register your startup today:
https://www.hultprize.org/get-involved/competitors

#HultPrize #SocialEntrepreneurship #ImpactInnovation #StudentStartups #Entrepreneurship

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TikTok/YT Shorts caption:
"It was in our first meeting that we realized we had to change everything." 📈 Behind the scenes at the Hult Prize Global Accelerator, student founders were doing the impossible: building startups AND finishing degrees.

Their schedules? Investor pitches, due diligence deadlines, accelerator programming, late night strategy sessions, and reminders from staff to take breaks for meals and sleep.

The path to entrepreneurship can be unforgiving, but there's nowhere better than Ashridge to find balance and avoid burnout. Between the gardens, the trails, and the lifestyle centre, entrepreneurs had the chance to stop and smell the roses (literally). Sometimes, taking a beat is exactly how to reach that one key breakthrough.

CeluNova arrived from Mexico and completely rethought their strategy. With mentors, experts, and peers backing them up, their risky pivot landed them at Global Finals pitching for a MILLION dollars💰

In 5 weeks, teams hit milestones that normally take 6+ months.

This could be YOUR team. Your breakthrough. Your shot at $1M. Hult Prize 2026 registration is open NOW. Link in bio to compete.

Hult Prize @ NCKU - Humans of Hult Prize

Projected publish date: 12/9/25

Cross-platform caption:
"When I first arrived, the entire ground was covered in mud. People couldn't walk. They couldn't drive. The whole city was trapped."

Bryant Zhou, Deputy Campus Director of Hult Prize at National Cheng Kung University, didn't hesitate when Typhoon Krathon devastated eastern Taiwan. Bryant boarded a packed train to Hualien and became one of hundreds of volunteers locals would call, "Shovel Superman."

"The diggers couldn't reach everywhere," he said. "So we went in with shovels, rain boots, and our hands to clear the mud where machines couldn't go."

Over 1,500 residents of Hualien were displaced and more than 600 of their homes damaged. The scale of the destruction struck Bryant, but not as much as the humanity he witnessed.

"The train was completely full. People from the north, from the south, from the west, all heading to Hualien. The people of Taiwan have very warm hearts."

Train staff recognized his rain boots and volunteer gear and offered him lunch boxes. "They said, 'Take this for the locals in Hualien.' Even the people we helped insisted on washing our boots before we left, thanking us over and over."

Bryant kept Campus Director Eugene Kho updated throughout his journey. "I'm really proud of him," Eugene said. "Bryant had the courage to go alone with strangers and make a real difference. That's exactly what we want Hult Prize to represent."

What Bryant saw in Hualien encouraged him to promote the idea of turning empathy into action. "I want everyone to know how the people impacted are struggling, how hard it is for them. Because when you see it, you feel it. And when you feel it, you help."

The team isn't stopping here. Eugene has big plans for future beach cleanups, support for the homeless, and continued disaster relief efforts as communities are affected. Because for Hult Prize at NCKU, social entrepreneurship means grabbing a shovel and getting your hands dirty when your community needs you most.

"Young people can create impact," Eugene said. "Maybe someone will even build a startup from this, like better emergency response tools. The possibilities start with taking action."

Al Fashir Sudan - Humans of Hult Prize

Projected publish date: 1/12/25

Cross-platform caption:

“The Hult Prize is not a distraction from our reality. It is our response to it.”

Ahmed Ibrahim, Hult Prize Campus Director at University of Al Fashir and final-year medical student, faced unimaginable challenges when conflict reached his region of Sudan. At a time of a humanitarian crisis, not everyone would still be pushing for a brighter future.

But Ahmed and his team kept building to create a platform for hope, leadership, and action. The team relocated to a safe area and maintain communication via Starlink, as conventional telecommunications are unreliable.

Ahmed’s goal is to empower their students to address their region’s urgent needs, like access to basic necessities, communication, and healthcare.

“Social entrepreneurship is the bridge between the Sudan of today and the Sudan we aspire to become,” Ahmed said.

Across Sudan at the International University of Africa, Campus Director Mubarak Adam is no stranger to the tragedy in Ahmed’s region. Mubarak is an MBBS candidate born in Al Fashir. His history shaped his commitment to humanitarian aid and healthcare equity.

Mubarak’s family endured months of uncertainty about missing loved ones before he heard his father’s voice again. The search for his brother continues in hopes of a reunion.

“We lost dear friends and neighbors. Yet it was not the end of our path. It strengthened my determination to continue. Knowledge is our true weapon, and its light cannot be extinguished,” Mubarak said.

Through immense adversity, Mubarak persisted to bring the impact of Hult Prize to his campus. His determination resulted in 85 registered teams from their campus.

“For many students, Hult Prize nurtures resilience, encourages collaboration, and demonstrates that innovation can emerge even in crisis,” Mubarak said.

Ahmed, Mubarak, and their communities are converting crises into power, rebuilding systems, expanding access to essential services, and generating opportunities.

"Social entrepreneurship teaches us to see challenges not as dead-ends, but as opportunities for innovation,” Ahmed said. "Together, we will continue this journey and show the world that adversity cannot stop progress. Hope for a better tomorrow is always alive.”

Helena Merk Reel - The Value of Hult Prize

Projected publish date: 1/24/25

Instagram/FB caption:

Entrepreneurs know that not every venture goes the distance. But when you have an itch to create impact, you keep pushing until you make a change.

That's exactly what Helena Merk has done. As CEO and co-founder of Streamline Climate, Helena's journey started with Hult Prize 2018. Her team didn't advance far, but the experience sparked something bigger.

She went on to co-found Glimpse, a Y Combinator-backed startup acquired by twine, before launching Streamline in 2022 to pursue her true passion: climate action. Today, Streamline helps users identify and access public funding for climate reform across industries.

Returning to Hult Prize as a speaker at our 2025 Global Accelerator, Helena saw firsthand how much the program has evolved.
What once was a pitch competition with a heavy focus on presentation is now a holistic ecosystem that supports and develops worldchanging student startups from the ground up. Hult Prize's global network of experts, mentors, and alumni give student founders the tools and support they need to succeed in business while propelling social change.

Hult Prize is much more than a chance to pitch for $1M USD in seed funding. It's an opportunity to join a global community of changemakers, gain real accelerator experience, and build something that matters. You'll get out of it what you put into it.

If you have an undeniable passion to make a difference, whether in climate, education, clean energy, or any initiative tied to the UN SDGs, there's still time to join the 2026 competition.

First comment:

Comment "CHANGE" or visit the link in bio to register your team. 🌍

LinkedIn caption:

Every entrepreneur knows success rarely follows a straight path. But those driven by a mission to create meaningful impact don't stop at setbacks. They adapt, grow, and keep building.

CEO and co-founder of Streamline Climate, Helena Merk, exemplifies this resilience. In 2018, Helena competed in Hult Prize as a university student. Though her team didn't advance, she didn't let that stop her. She co-founded Glimpse, a Y Combinator-backed venture that was

later acquired by twine, before launching Streamline Climate in 2022 to address her core passion: enabling climate action through accessible public funding opportunities.

Returning to Hult Prize as an alumni panelist at our 2025 Global Accelerator at Ashridge House, Helena observed a striking transformation in the program. She noted that Hult Prize has evolved from a pitch competition emphasizing presentation skills into a comprehensive accelerator providing the strategic foundation, operational skills, and mentorship networks that student founders need to build sustainable, impact-driven businesses.

Registration for the 2026 Global Competition is open now! Visit hultprize.org to learn how your institution can participate or how student teams can compete for $1M USD in seed funding while gaining foundational skills in entrepreneurship.

TikTok/YT Shorts caption:
Not every startup makes it. But entrepreneurs with real passion? They keep building until they create change. 💪

Meet Helena Merk, CEO of Streamline Climate. When she competed in Hult Prize 2018, her team didn't advance. But she didn't stop. She co-founded a Y Combinator startup (acquired by twine), then launched Streamline to tackle climate action. 🌍

Coming back to Hult Prize 2025 as a speaker, Helena said the program has completely evolved. It's not just a pitch competition anymore. It's a real accelerator giving founders the skills, mentorship, and community to build world-changing businesses.

Hult Prize = $1M funding + global network + accelerator experience. You get what you put in.

Got passion, and big ideas to match? Register for Hult Prize 2026.

👉Go to hultprize.org to register today!

#HultPrize #SocialImpact #Entrepreneurship #ClimateAction #StartupJourney #ImpactEntrepreneur #UNSDG #StudentStartup #YCombinator #ChangeTheWorld

Kristen Faulkner - Trailer Reel

Projected publish date: 7/31/26

Instagram/FB caption:
Any entrepreneur knows the risk they take when they bet on themselves. Kristen Faulkner, elite athlete and former venture capitalist, is no stranger to these stakes.

In 2021, after balancing competitive cycling with a career in venture capital for a few years, Kristen took the leap to leave VC and solely pursue a career as a professional cyclist 🚴‍♀️

And her bet paid off; she now rides for EF Education-Oatly, holds back-to-back titles as U.S. National Road Race Champion, and brought home two Olympic gold medals for USA at the 2024 Olympics in Paris 🥇

Her entrepreneurial journey and tenacity as an elite athlete was why we invited Kristen to join us at the 2024 Global Accelerator at Ashridge House in the UK – just 24 hours after completing the Tour de France Femmes. Kristen gave our startups insights into her career both as a world-renowned pro athlete and as a venture capital investment associate, and shared the key qualities she looked for in startups as a VC.

Through Kristen's experience, it's clear that hustling as an entrepreneur requires the same obsession with fundamentals, resilience through failure, and performance under pressure as an elite athlete. It takes years of grinding in both disciplines to reach glory.

The difference? Athletes play a game with clear rules and objectives; entrepreneurs often invent the game as they're playing it.

Watch the full video to learn more about Kristen's inspiring journey in her own words, and find out what it takes to be an elite athlete and entrepreneur; link in bio! 🔗

And don't miss Kristen and EF Education-Oatly in this year's Tour de France Femmes, beginning August 1!

First comment:
Comment GOLD to watch the full video on our YT channel!

LinkedIn caption:
What does it take to make a career pivot that leads to Olympic gold?

Kristen Faulkner knows. In 2021, after years balancing competitive cycling with a career in venture capital, Kristen made the decision to leave VC and pursue professional cycling full-time.

The result: she now rides for EF Education-Oatly, holds back-to-back U.S. National Road Race Champion titles, and won two Olympic gold medals for Team USA at the 2024 Paris Olympics 🥇

We invited Kristen to speak at the 2024 Hult Prize Global Accelerator at @Ashridge House in the UK—just 24 hours after she completed the Tour de France Femmes. She shared insights from both sides of her career: what it takes to perform at the highest level as an athlete, and what she looked for in high-potential startups as a VC investment associate.

Her message to our entrepreneurs was clear: the mental frameworks that drive elite athletic performance—obsession with fundamentals, resilience through setbacks, composure under pressure—are the same qualities that separate successful founders from the rest.

The key difference? Athletes compete within defined rules. Entrepreneurs have to define the rules as they build.

For those of you investing in, mentoring, or partnering with early-stage founders, Kristen's perspective offers a valuable lens: the best entrepreneurs have more than a great idea. They have the discipline and grit to execute it and scale.

Watch the full video to hear Kristen's story in her own words, and discover what it really takes to win. Link in the comments. 🔗

Catch Kristen and @EF Education-Oatly competing in this year's Tour de France Femmes, beginning August 1.

TikTok/YT Shorts caption:
Any entrepreneur knows the risk of betting on themselves. Kristen Faulkner, elite athlete and former venture capitalist, is no stranger to these stakes.

In 2021, Kristen left VC to pursue a career as a professional cyclist 🚴

In the end, her bet paid off: Kristen rides pro for @EF Education-Oatly, holds back-to-back U.S. National Road Race Champion titles, and won 2 gold medals for USA at the 2024 Paris Olympics 🥇

We invited Kristen to the 2024 Global Accelerator at Ashridge House in the UK–just 24 hours after completing the Tour de France Femmes–to give insights into her career both as a world-renowned pro athlete and VC investment associate.

It’s clear that hustling as an entrepreneur requires the same mental determination, resilience through failure, and performance under pressure as an elite athlete.

The difference? Athletes play a game with clear rules and objectives; entrepreneurs often invent the game as they’re playing it.

Go to our channel to learn more about Kristen’s inspiring journey in her own words, and find out what it takes to be an elite athlete and entrepreneur.

YouTube Video Description:
This venture capitalist-turned-Olympian’s journey proves that betting on yourself can pay off in extraordinary ways.

In 2021, Kristen Faulkner made the bold decision to leave her career as a VC investment associate to pursue professional cycling full-time. Kristen now rides professionally with EF Education-Oatly, holds back-to-back U.S. National Road Race Champion titles, and won Team USA two Olympic gold medals in Paris in 2024.

Fresh off completing the Tour de France Femmes, Kristen joined us at the 2024 Hult Prize Global Accelerator at Ashridge House in the UK to share her story with our aspiring social entrepreneurs. In this conversation, she opens up about the parallels between elite athletics and entrepreneurship: the obsession with fundamentals, the resilience required to push through failure, and the ability to perform under pressure.

Whether you're launching a startup or chasing something big, Kristen's insights will challenge how you think about risk, discipline, and what it truly takes to win.

Watch Kristen and EF Education-Oatly compete in the 2024 Tour de France Femmes, beginning August 1!

UniOsun - CD Recruitment

Projected publish date: 8/20/26

Instagram/FB caption:
This is what leadership looks like at Hult Prize 🌍

Campus directors create movements that ripple across their regions. They launch local startup competitions at their universities, recruit and grow teams, and connect student entrepreneurs with mentors and judges while gaining valuable leadership skills.

Fisayo launched the first Hult Prize program at Osun State University for the 2026 competition cycle. Fisayo connected with thousands of students and supported founders on her campus, even winning the Creative Event & SDG Award at the 2026 Nigeria Nationals event.

From filling out an interest form to standing on stage recognized as a top leader in her country, Fisayo and UniOsun were eventually named the Sub-Saharan Africa Program of the Year at the 2026 Community Awards. Fisayo is proof that leading with purpose and tenacity leads to real impact.

Ready to bring the world's largest student startup competition to your campus?

Campus director applications are open now for the 2026/27 cycle! Build your leadership portfolio. Join a global network of changemakers and experts. Create opportunities that didn't exist before you showed up.

Apply to become a campus director. Learn more at the link in bio 🔗

First comment:
Tag your uni friend that's always growing and building 🔥

https://www.hultprize.org/get-involved

LinkedIn caption:
What does it mean to be an EF Hult Prize campus director?

It means building something from scratch, leading a team, creating new opportunities for students at your university, and joining a global impact network across 130+ countries.

Campus directors organize local Qualifier competitions, support student founders by connecting them with relevant experts, and bring the Hult Prize entrepreneurial experience to

their universities. This is a platform where entrepreneurs can build their own pathway to careers in impact and innovation while lifting up their peers as they climb.

Fisayo Dosumu served as the first-ever campus director at her institution in Nigeria. She built a program that reached thousands of students and was recognized as one of the top six campus directors in her country. She wrapped up the 2026 cycle after winning the Creative Event & SDG Award at the 2026 Nigeria Nationals, and the Sub-Saharan Africa Program of the Year Award at the 2026 Community Awards for Osun State University.

Fisayo knew there were bright student founders on her campus waiting for opportunities, and she didn't wait around for someone else to do the hard work. She got in the driver's seat and made history.

Do you or one of your classmates have the passion for social impact to lead EF Hult Prize on your campus? Campus director applications are now open for the 2026/27 cycle!

If you're a student leader ready to promote student-led businesses at your university, this is your opportunity to build something that drives real-world change.

Learn more and apply at the link in the comments 👇

TikTok/YT Shorts caption:
POV: You're a Hult Prize campus director and you just got recognized as one of the top student leaders in the world 🏆

Campus directors launch the world's largest student social impact competition at their universities. You recruit teams. You organize pitch events. You build a community of changemakers.

And the best part? Top campus directors can unlock invitations to the prestigious Global Finals, exclusive professional development, and recognition at both the national and international levels while lifting up your peers along the way.

Fisayo built Hult Prize from scratch at her university, connecting thousands of students, driving award-winning impact, and leading a community that didn't exist before she started.

Campus directors applications open NOW for 2026/27. Ready to lead? Go to hultprize.org

#HultPrize #StudentLeader #SocialImpact

What happens after the $1M USD?

Projected publish date: 8/23/26

Instagram/FB caption:
What happens after you win the million dollar prize?

EF Hult Prize $1M USD winners joined us at the 2026 Global Accelerator for an exclusive fireside chat at Ashridge House, sharing insights and reflections with our current cohort. There's so much hype around the grand prize, but our alumni winners spoke to what that investment truly meant for their businesses in the long term.

Swipe through to learn more from founders of Ecobana (2022), Banofi (2023), Korion Health (2024), and Stick 'Em (2025), and go to the link in our bio to meet the startups currently competing for this year's $1M USD prize 🔗

Thank you to our $1M USD winners for returning for another year of passing the baton to the next generation of student entrepreneurs!

LinkedIn caption:
EF Hult Prize is known for its annual $1M USD seed-funding prize for the best student-led startup.

But what happens after the Global Finals, and how does that investment drive our winners' real-world impact?

Winning founders from the last four years joined us at the 2026 Global Accelerator to share their post-million dollar win insights with our current cohort. From sustainable fashion to STEAM education, they brought a wealth of knowledge from various industries to help our teams envision how $1M USD could transform their businesses and their lives.

Swipe through to learn more from previous Global Finals winners: Ecobana (2022), Banofi (2023), Korion Health (2024), and Stick 'Em (2025).

Thank you to (tag all individuals from the panel) for joining us at Ashridge House for this exclusive fireside chat. The alumni who return year after year to pass the baton to the next generation of student entrepreneurs are a key piece of success and value for the Global Accelerator program.

Wondering who's after this year's $1M USD in funding? Go to the link in the comments to meet this year's startup cohort 👇

First comment:
Meet the 2026 EF Hult Prize Global Accelerator cohort:
https://www.hultprize.org/en/2026-global-accelerator

TikTok caption:
What happens after you win a million dollars for social impact?

Thanks to our $1M USD winning alumni who joined us at the 2026 EF Hult Prize Global Accelerator to share some of their insights with this year's cohort. From sustainable fashion to STEAM education, our winners brought a wealth of knowledge and various industry expertise to help our current teams envision what $1M USD could mean for their businesses and their lives.

Meet the 2026 cohort at hultprize.org 🔗

#HultPrize #hpaccelerator26 #StartupFunding #StartupLife