

## **Social Entrepreneurship Category of the *Howard Leonhardt Business Plan Competition 2006***

**UF's Center for Entrepreneurship & Innovation is pleased to announce the new *Social Entrepreneurship Category of the Howard Leonhardt Business Plan Competition*.** This category is being launched to encourage students to develop innovative solutions to social problems locally and around the world. Whether it's a non-profit or for-profit venture, the goal is to empower students to use entrepreneurial strategies to impact positive and sustainable social change. This new Social Entrepreneurship Category awards prizes to student teams proposing business ventures with social missions. 2006 award levels are as follows:

**\$3000 – First Place, \$1500 – Second Place, \$500 – Third Place**

### **How do I apply?**

The application process and deadlines are the same as for the other categories of the Howard Leonhardt Business Plan Competition and the finalists will participate in the March 31<sup>st</sup> competition. There are a few minor differences in the structure of the Business Plans for those competing in the Social Entrepreneurship category. Plans for ventures with social missions should emphasize the social value of the idea. Teams competing in the Social Entrepreneurship Category may consist of graduate and/or undergraduate students. We also ask that teams write "Social Entrepreneurship Category" at the top of the submission to ensure that the plan is judged by our panel of experts in nonprofit organizations, community agencies, and social objectives in for-profit companies. **A 1 page summary is due on Feb. 10<sup>th</sup> at 6pm. The complete business plan is due on Feb. 22<sup>nd</sup> at 5pm.** See: [http://www.cei.ufl.edu/about.asp?page\\_id=8&n=35](http://www.cei.ufl.edu/about.asp?page_id=8&n=35)

Specific details about the Business Plan requirements for the Social Entrepreneurship Category are listed below\*.

Note: If your plan is a for-profit venture with a social mission that could compete with other for-profit plans your team may choose to which category you prefer to enter. If your plan is solely non-profit then your team should enter the social entrepreneurship category.

### **Who are the judges?**

The panel of judges consists of individuals with expertise in the field of Social Entrepreneurship, including UF Alumni, CEI Board Members, Faculty, and Practitioners.

### **Evaluation and Selection of Winners**

A panel of judges will evaluate all submissions and will select three finalists. The finalists will be notified on March 22, 2006. The final round of the competition will be held in the afternoon of Friday, March 31<sup>st</sup> at the third annual Leonhardt Business Plan competition. Three selected teams will have 10 minutes to present their business plan and five minutes to answer questions.

### **Award Presentation**

The winners will be recognized and receive their prizes at the end of the competition.

### **\*Business Plan requirements for the Social Entrepreneurship Category**

During the first round of the competition business plans will be judged using the criteria listed below (four copies of the plan must be submitted - each copy must be unbound and held together by paper-clip or binder clip, in addition, an electronic copy of the business plan must be submitted; please note "Social Entrepreneurship Category" at the top of your business plan). The plan with the highest evaluation by the panel of judges will win first place. Second place will be determined in the same manner. In the event of a tie, the plan that is evaluated to be most feasible will win. Finalists will be evaluated against similar guidelines in a more subjective manner.

- Executive Summary (5 points)
- Business Description (5 points)
- Market Analysis (10 points)
- Management Team (5 points)
- Operations (5 points)
- Financial Information (10 points)
- Supporting Documents (5 points)

*Feasibility.* Is the model viable? In particular, does it provide a product or service that will make a positive contribution to society and utilize sustainable funding sources? Is there a comprehensive plan to measure the outcomes? (25 points)

*Attention to Detail:* Does the plan show that the student or group has thought through all problems that they are likely to encounter in setting up a business? Have they sufficiently investigated competitors and/or the current efforts to address the social problem or issue? Have they shown they can recognize threats? (15 points)

*Innovation:* Does the planned venture meet an important social need? Does it provide something unique? Does the plan show originality in concept and/or design? Does it have any defensible intellectual property and is there a strategy to accomplish marketing goals? Could this venture accomplish its goals of positively impacting society and remain sustainable? (15 points)

### **Format Requirements for the Social Entrepreneurship Category**

(this model is borrowed from the *Global Social Venture Competition* at [www.socialvc.net](http://www.socialvc.net))

#### **Executive Summary Format**

The executive summary should be approximately 1-2 pages long, but no more than 5 pages long.

##### **I. Business Overview**

- Company description and business model
- Value proposition- financial
- Value proposition- social or environmental
- Vision
- Current status

##### **II. The Market Opportunity (the problem)**

- Why is this such a great idea? Describe and define the problem
- Competitive analysis (analysis of the current competition and assessment of why the problem is not being solved by them)

##### **III. Market Solution**

- Product(s), Program(s), or Service(s)
- How you will solve the problem
- Unfair competitive advantages, Ability to create barriers to entry

##### **IV. The Market**

- Identification of Customer(s)
- Industry analysis and forecast (Comparative Analysis - for example see EDGAR on the web [www.sec.gov/edgar.shtml](http://www.sec.gov/edgar.shtml). Find a company in a similar space or with similar model and compare their growth rate, etc. to yours.)

##### **V. Management Team**

- Founders and key management
- Industry experience, Education
- Board of advisors (Critical to the assessment of the overall viability - Can augment team experience if needed)
- Optional: Board of directors (3 required by law, usually not until first round of institutional funding in place)

##### **VI. Financial and Social Impact Summary**

- Narrative overview of financial summary
- Outline overall financial model with basic projections
- Discuss assumptions and capital requirements
- Narrative overview of social / environmental impact summary
- Framework by which you are assessing your impact (the RISE tool is helpful here: <http://www.riseproject.org/RISE%20Rubric%20overview%203.pdf> )
- Basic projections; Discuss assumptions and outcome measurements

#### **Business Plan Format**

The body of the plan must not exceed 25 pages. This does not include financials or other appendices.

##### **I. Executive Summary (1-2 pages)**

- Your business idea or concept
- Your social mission
- The target market and size
- The target clients or customers
- Your competitive advantage
- Barriers to entry
- Estimated year of breakeven profitability
- Estimated quantitative social impact

- Three years of estimated revenues and net income
  - Your funding requirements
- II. Business Overview
- Company description and business model
  - Value proposition- financial
  - Value proposition- social or environmental
  - Vision
  - Current status
  - Current or committed funding and all funding sources
- III. The Market Opportunity (the problem)
- Why is this such a great idea? Describe and define the problem
  - Competitive analysis (analysis of the current competition and assessment of why the problem is not being solved by them)
- IV. Market Solution
- Product(s), Program(s), or Service(s)
  - Description of a working model or prototype, if appropriate
  - How you will solve the problem
  - Ability to create barriers to entry
- V. The Market
- Identification of clients or customers
  - Market size, analysis and forecast
  - Industry analysis and forecast
- VI. Management Team
- Founders and key management
  - Industry experience, education
  - Board of advisors (Critical-- it can augment team experience if needed)
  - Optional: Board of directors (3 required by law, usually not needed until first round of institutional funding is in place)
- VII. Financial Analysis
- Outline overall financial model with detailed projections through Year 3 including pro forma cash flow and budget analysis
  - Other analysis, as appropriate (i.e. break even analysis)
  - Discuss assumptions and capital requirements
- VIII. Social / environmental quantitative impact analysis
- Framework by which you are assessing your impact (for examples, see [http://www.socialvc.net/\\_data/N\\_0001/Resources/live/GSVCSIA3SROI-2.doc](http://www.socialvc.net/_data/N_0001/Resources/live/GSVCSIA3SROI-2.doc))
- You must specifically discuss, where applicable, how you are addressing most of the following areas, but your plan does not need to excel in all of the areas to be considered:
- Community economic development
  - Community involvement
  - Environmental practices
  - Governance
  - Hiring and workplace practices
  - Sourcing/supply chain
- IX. Funding request

**Resources:**

- [http://bschool.washington.edu/gsec/Bus\\_Plan\\_Resources.shtml](http://bschool.washington.edu/gsec/Bus_Plan_Resources.shtml)
- [http://www.ventures.yale.edu/competition\\_winning\\_business\\_plans.asp](http://www.ventures.yale.edu/competition_winning_business_plans.asp)
- <http://www.fuqua.duke.edu/centers/case/leaders/resources.htm>
- <http://www.hbs.edu/socialenterprise/bplan/resources.html>
- [http://www.managementhelp.org/plan\\_dec/bus\\_plan/bus\\_plan.htm](http://www.managementhelp.org/plan_dec/bus_plan/bus_plan.htm)

**For questions regarding the *Social Entrepreneurship Category of the Howard Leonhardt Business Plan Competition*:** Please contact Dr. Kristin Joos at [kristin.joos@cba.ufl.edu](mailto:kristin.joos@cba.ufl.edu)