

**Webinar Dates:**

Sept. 21, 2015 @ 3pm ……..Live Q & A - Social Entrepreneurship and the Competition

Oct. 13, 2015 @ 3pm .........................................Organizing and Writing Your Business Plan

**Entry Fees:**

The SocEnt Challenge does not have an entry fee. Those selected for the Showcase will be asked to pay a $250.

**How To Enter:**

The SocEnt Challenge uses the iStart platform hosted by the Kauffman Foundation to manage applications.

Step 1: Read Rules & Guidelines at:

http://www.socentchallenge.org/application-information.html

Step 2: Register for an iStart account at

http://socentchallenge2016.istart.org/

Step 3: Complete the “Intent to Compete” form.

Step 4: Develop and upload answers to application questions and upload requested documents within your iStart Account.

The SocEnt Challenge has the final decision on which applicants are invited to compete in the SocEnt Challenge and reserves the right to include or exclude any persons and/or teams for any reasons.

**How To Create an iStart Account:**

To create an iStart profile click on this iStart link:

**http://socentchallenge2016.istart.org**

As you move through the iStart process, the words “Profile” and “Account” are used interchangeably.

On the left, an orange button with the words “Log In / Register.” Click on this button. A box with a gold strip will pop up on the screen.

**If you are “New to iStart:”**

• Click the “Create User Account” blue button.

• A page, “Register for a new iStart User Profile” will appear.

**Fill out ONLY the information marked with an asterisk to the right of the request:**

• e-Mail Address

• Password (and Confirm Password)

• First and Last Names

• Gender

• Phone Number

• Country, Address, City, State, Zip Code

• For the “Roles and Communications” box, the first question asks you to

“Select one or more role to describe your relationship with iStart.”

• At the bottom of the “Roles and Communications” box, uncheck the box for

“Notify me via email on New Competitions,” unless you want to receive

iStart e-mail.

• Click “I agree” in the Terms and Conditions.

• Type the letters shown in the image, and click “Save.”

• Return to **http://socentchallenge2016.istart.org** and log in to your

profile.

**If you are “Returning to iStart:”**

• Log in at **http://socentchallenge2016.istart.org** with the e-mail address.

• If you need to use a new e-mail address, you will need to create a new

profile. See above, “New to iStart.”

• In the box with the gold strip, under “Returning to iStart,” enter your e-mail

address and your password.

• If you’ve forgotten your password, click on “Forgot Password?” and follow

the prompts.

**How to Submit an Intent to Compete:**

• Log in to your profile at **http://socentchallenge2016.istart.org**

• Once logged in, go to the top right hand corner of the page and click on “Profile.”

• You will see a black box at the top of the page that has your name and the contact

information you provided when you signed up for your iStart account.

• Look to the box to the right that says, “My Business.”

• Click on “Register New Business Idea.” You will see a page with a box asking you to

“Complete your Listing for iStart’s Public Directory.”

• Please fill in ONLY the “Business Name” and “Abstract” boxes

• The “Business Name” should be the same as the name of your business plan.

• The “Abstract” is a summary of your business plan and should not be longer than a

paragraph. A few sentences would be best. (Uploading a logo image, submitting a

URL, or filling out any other information on this page, including the option in the

bottom box, “Display Your Business on the iStart Public Directory?” is NOT

required of the SocEnt Challenge.)

• After completing the business name and abstract boxes, click “Save.”

• You will then be taken to the iStart Competition Participant Agreement. Please

read the agreement. As you do so, remember that the iStart site is used for many

purposes by thousands of individuals and organizations. When finished reading,

click, “I agree.”

• You will then be taken to an “Application” page. Answer the questions accordingly.

• Submit at least one name. If you have a team all team names do not need to be

finalized until the business plan is submitted.

• You will then be taken back to your profile page. At the right, you should see the

business name you just entered under “Your Current Business Ideas.” Nothing

further needs to be done until after the Intent to Compete deadline date.

• After these steps are completed, you should get an e-mail notification from iStart,

advising that your Intent to Compete has been submitted.

**Other Important Information:**

• Business plans must be uploaded into iStart in PDF format only.

• Once uploaded, please ensure all pages are uploaded correctly.

• Please ensure all persons and/or applicant’s names are spelled correctly.

• Depending on your Internet connection speed and/or traffic on the iStart website,

pages on iStart may be slow to load. Keep this in mind as you work on the website.

• iStart will prompt you occasionally with a pop-up box asking you to consider

publishing your business plan publicly on iStart, saying you can “update your

iStart Business Idea to opt-in, include logos, photos, videos and other information.”

Again, this is not a requirement of the competition, but you can choose to do this if

you wish.

**General Guidelines**

Any Applicant submitting a plagiarized business plan will be disqualified. The Applicant will retain all rights to the plan regarding its use at all times prior to and following the competition (except as stated below).

The business may assume a technology, product or service that has been licensed from another company, private inventor, or university with their written approval. Revenue streams from the business should not be based solely on deriving revenues from the licensing of its own technologies.

Applicants agree to allow the *SocEnt Challenge* to videotape the oral presentations and the question-and-answer sessions. By participating in the competition, entrants agree to grant the *SocEnt Challenge* and/or organizations designated by them the unlimited right to videotape, photograph, audiotape, transcribe or otherwise record all public sessions of the competition, including but not limited to oral presentations and question-and-answer sessions.

All Applicants agree that the *SocEnt Challenge* and/or their designate organizations may use any such transcriptions and/or recording(s) (in whole or part) for such publicity and marketing purposes as their organizations may see fit, including those which may result in remuneration.

Applicants may bring product samples for their presentations, but may not bring any promotional items or give-aways to the judges. Paper materials for the judges are allowed, but not required.

**Confidentiality:**

Due to the nature of the competition, we are not able to ask judges, reviewers, staff, or the audience to agree to or sign non-disclosure statements. While the competition organizers and judges are bound by ethical considerations to keep information confidential, we will make every effort to limit distribution of business plans presented at the competition. The *SocEnt Challenge* cannot guarantee that other individuals will not obtain access to electronic or hard copies of the business plan. All presentations are open to the general public, and some presentations may be videotaped. Attendance by media personnel is expected.

All sessions of the competition, including but not limited to oral presentations and question/answer sessions, are open to the public at large. Any and all of these sessions may be broadcast to interested persons through media which may include radio, television and the Internet. Any data or information discussed or divulged in public sessions by entrants should be considered information that could possibly enter the public realm, and entrants should not assume any right of confidentiality in any data or information discussed, divulged, or presented in these sessions.

The *SocEnt Challenge* reserves the right to use the following information about each business to publicize the event:

• The name of the business.

• The names of all applicants mentioned explicitly in the business plan.

• A one paragraph description of the product or service provided by the business.

• Any pictures taken at the competition

**Copyrights & Permissions:**

If an applicant uses copyrighted materials and/or images from a third-party in their submissions or presentations, permission and authorization must be obtained in advance from the owners to use this material.

**Written Business Plan**

• Written business plans are limited to 21 pages of text including cover page

- Typed

- Double-spaced

- Minimum 12 point font

- .75” margins on all sides

• Includes the executive summary and summary financial data

• Detailed spreadsheets and appropriate appendices should follow the text

portion of the plan but will be limited to 5 pages

• In total, the maximum number of pages is 26

• Uploaded to iStart as a single PDF document

• No additional or attached spreadsheets or appendices allowed

**Appendices:**

Appendices should be included only when they support the findings, statements, and observations in the plan. Because of the number of teams in the competition, judges may not be able to read all the material in the appendices. Therefore, the text portion of the plan (21 pages) must contain all pertinent information in a clear and concise manner. All appendices must fall within the 5 page limit.

**Changes to Your Business Plan:**

Your plan may be updated and changed up to the closing time and date of the competition. Please plan ahead to avoid Internet connection and uploading issues and problems.

**Depending on the nature of your enterprise, the following concerns and data may be of interest to our judges:**

• Executive Summary

- Stand alone overview of the plan

- Brief description of each succeeding section

• Product or Service

- What is the social or environmental problem being solved?

- Is there a clear customer need?

- What is the product or service?

- Does the solution seem feasible?

- What is the competitive advantage?

- Is there a proprietary position with the product or service?

- What is the current stage of development?

• Market and Marketing Strategy

- What is the size of the potential market?

- Can this product or service seize a significant portion of the market?

- What long-term profitability is there in this market?

- What is the market entry strategy?

- What are the unique marketing capabilities of this business?

- Is the product or service scalable?

- What is the direct and indirect position of this product in relation to

the competition?

- Can this product be a leader in the market?

- What are the barriers to entry in the market?

- What is the length of time to enter the market?

• Management Team

- What are the key roles of current management?

- Has this management team worked together before?

- Are there gaps in the current management team?

- What are the key management risks in this product or service?

- What are the key personnel needs?

- What partners are needed to scale this product or service?

• Operating Strategies

- How will the product or service be produced and delivered to

customers?

- What are the distribution channels?

- Is intellectual property important to success?

- Are there regulatory issues?

- What are the key milestones for success?

• Critical Risks

- What are your internal and external strengths and weaknesses?

- How have you built upon and mitigated these issues?

• Financial Forecast

- Cash flow statement

- Income statement

- Balance sheet

- What type and amount of investment capital is required?

- Is the investment needed all at one time or can it be staged?

• Capital Requirements

- How much of an investment is needed?

- When will the funds be needed?

- What type of funds will be needed?

• Offering and Viability

- How much investment capital is needed?

- What is the proposal/terms to investors?

- How much equity will be given up for investment capital?

- What is a realistic assessment of ROI potential for investors?

- What is the exit strategy for the investor?

• Overall Assessment of the Written Plan and Applicant

- Does Applicant have the vision and skills necessary to develop this

plan?

- Does Applicant have a plan to create systems change as opposed to a

one-off solution?

- Does Applicant have a track record of being tenacious enough to

overcome future barriers?

- Is the plan clear and compelling?

- Does plan show prioritized social or environmental impact over

profit?

- Does the plan for earned income seem feasible?

- What is the potential success of the exit strategy?

- What is the metric you will use to measure the social impact of your

business?