



H A R V A R D | B U S I N E S S | S C H O O L

# Social Enterprise

## Business Plan Contest

Michael Chu

Margot Dushin, Margot Johnston

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# Business Plan Contest - Social Enterprise

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A Business Plan contest for:

- Projects that have social impact as a central component of the enterprise
  - Success will contribute positively to a social problem / issue.
- Nonprofit or for-profit

# Social Enterprise Contest: Background

- Introduced in 2001
  - Criteria specific to SE
  - Student & Faculty partnership
- Accounted for 25% of all business plans submitted
- Over 90 students have participated
  - for many, first involvement in social enterprise
  - Participants come from a mix of schools (e.g., KSG, MIT)

# Previous Business Plans: Some Examples

	For Profit	Nonprofit
Domestic	BEST Education Liberty Health	Nation Building The Unison Project
Int'l	India Info Village Modulo	Gyaana Policlinicus

## Why do it?

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- Apply HBS expertise to the complex environment of social enterprise on a personally-meaningful issue
- HBS resources to back your concept
- Develop practical entrepreneurship skills
  - Launch a new idea
- A comprehensive learning experience unlike anything else in MBA program
- Work in a team of friends dedicated to a common goal

# Social Enterprise Contest: Specifics

**How judged?** Separate set of judges. Same rigorous standards, but double bottom-line.

- Social value creation and measurement
- Funding sources and financial sustainability
- Organizational growth

**Who Judges?** SE Practitioners.

- Social Entrepreneurs
- Venture Philanthropists & Social Investors
- Consultants in Social Enterprise

**What support is available?** HELP sessions, faculty advisors, field study funding, business plan funding, Sacerdote support.

# Social Enterprise Contest: Requirements

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- Form a team
  - minimum of one HBS second-year student; needs to be a substantive member of the founding team
  - RC students not eligible to participate
- Faculty advisor
- Community Standards and Student Honor Code

<http://www.hbs.edu/entrepreneurship/bplan/rules.html>

# Social Enterprise Contest: Calendar

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January 30, 2006: Contest Entry & Faculty Advisor Forms due

March 27, 2006:

- Intent to present due and
- Executive Summaries due (*unique for SE*)

March 30, 2006: Actual Business Plans due

April 1, 2006: Super Saturday Judging

April 25 2006: Contest Finals & Awards Ceremony

# **Social Enterprise Contest: HELP Sessions**

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Late November, 2005 – Team Mixer

February 1, 2006: Workshop on Developing a Social Enterprise Business Plan (Prof. Stacey Childress)

February 15, 2006: Discussion on Performance Measurement in Social Enterprise (Leader TBD)

March 1, 2006: Panel Discussion on Financing a New Social Enterprise (Prof. Michael Chu)

March 15, 2006: Workshop on Presenting a Social Enterprise Business Plan (Prof. Stacey Childress)