



HARVARD | BUSINESS | SCHOOL

Social Enterprise

Business Plan Contest

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November 23, 2004

Business Plan Contest - Social Enterprise

A Business Plan contest for:

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

Social Enterprise Contest: Background

- Introduced in 2001
- Accounted for 25% of all business plans submitted
- Over 70 students have participated
 - for many, first involvement in social enterprise

Why do it?

- Apply intellectual muscle to a social issue that is personally meaningful
- Develop concept backed by HBS resources
- Hone HBS expertise by applying it to the complex environment of social enterprise
- Work in a team of friends dedicated to common goal
- An outstanding learning experience

What type of Business Plans?

Some examples:

- **New Leaders for New Schools:** improving education by attracting and preparing leaders for urban public schools
- **Modulo:** addressing severe housing shortage in Mexico
- **Poli-Clinicus:** plans to create a network of ambulatory service and training centers in Ukraine

About 1/3 of projects have launched in some form

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 sponsors? *Faculty advisors from all areas of school (think of functional area)*

What support is available? *HELP sessions, field study funding*

Social Enterprise Contest: Requirements

- 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

January 31, 2005: Contest Entry Forms due

Mid-March 2005 (date TBD):

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

March 31, 2005: Actual Business Plans due

April 2, 2005: Super Saturday Judging

May 2, 2005: Contest Finals