

2022 HBS New Venture Competition

Student Social Enterprise Track

Details for Participating Teams

KEY DATES

See details for each on following pages

Date	Submission/Event
December 2, 2021 12:00 noon	Early entry deadline <i>(Teams may enter the competition up until the February 2 deadline)</i>
February 2, 2022 12:00 noon	Final entry deadline and Executive Summaries due
February 18, 2022	Executive Summary feedback and announcement of semi-finalist teams
February 28, 2022 9:00 am	Revised Executive Summaries due for all semi-finalist teams
March 7, 2022 9:00 am	PPTs due for all semi-finalist teams
Week of March 7, 2022 – exact date TBD	Semi-final round of Judging for Social Enterprise Track
March 24, 2022 9:00 am	Revised Executive Summaries due for finalists
March 30, 2022 9:00 am	Revised PPTs due for finalists
March 31, 2022 12:00 noon – 4:30 pm	Social Enterprise Track Competition Finals
March 31, 2022 4:30 pm – 6:00 pm	New Venture Competition Awards Ceremony for Social Enterprise and Business Tracks

These deadlines to participate in the Competition are firm and non-negotiable in fairness to all participants.

Eligibility will be evaluated at each stage of the Competition.

HBS SOCIAL ENTERPRISE INITIATIVE

www.hbs.edu/socialenterprise

Follow us on Twitter: HBSSEI

December 2, 2021, 12:00 noon

EARLY ENTRY DEADLINE

Early deadline to complete Entry Information Form. (NOTE - we will accept entries from teams until February 2.) The information you submit is reviewed by the New Venture Competition Review Committee to determine eligibility. Please see website for team eligibility criteria.

Submission process

- Visit the [Competition website](#) to create an account.
Before you register with Reviewr, please read Reviewr's [Terms and Conditions](#) and [Privacy Policy](#). When using this platform, you are agreeing to Reviewr's Terms. Do not use your HBS password when creating your account.
- Enter all required information (please note that the Executive Summary portion does not need to be submitted until February 2, 12:00 noon).
- Team leaders who submit entry forms by this deadline will receive an email confirmation by the morning of December 3. If you do not receive an email by then, please contact the Social Enterprise Initiative at se@hbs.edu or 617-495-6421.

February 2, 2022, 12:00 noon
FINAL ENTRY DEADLINE AND EXECUTIVE SUMMARY DUE

By completing the online entry for the final entry deadline, teams are making a commitment to continue participation in the Competition. This commitment is taken seriously by competition organizers; withdrawing from this commitment poses an unfair situation for other teams and impacts the Competition's ability to recruit practitioner judges on an ongoing basis. If you have any concerns about your ability to keep this commitment, please contact the Social Enterprise Initiative (617-495-6421) so we can discuss the situation with you.

EXECUTIVE SUMMARY: This document will be sent to preliminary round judges for review and evaluation, to determine semifinalist teams. The executive summary **must not exceed four pages** (including text, graphs, and appendices). If your executive summary is over four pages, judges will be instructed to only read and evaluate the first four pages.

- Please **anonymize your Executive Summary** (you may include skills and background, but do not include team member names or contact information).
- Do not use an additional cover page.
- Refer to [Judging Criteria](#) as you create your executive summary.
- In the summary, include brief overviews of the key elements of your idea. Elements to include:
 - The problem; opportunity; and your solution
 - Competitive landscape
 - Leadership: team member backgrounds (keep anonymous) and advisors
 - Measurement and evaluation
 - One page should be dedicated to your financial plan and include the following:
 - income statement (revenues and expenses)
 - start-up expenses and ongoing operating expenses
 - projected growth/break even analysis
 - potential funding models

Submission process

- Executive Summary: submit as PDF; label document with abbreviated version of team name and "exec" (ABCexec.pdf)
- Upload document to online entry form on Competition website, and complete remaining questions

Please note: Teams that have not yet submitted the Entry forms must do so by this date.

February 18, 2022
EXECUTIVE SUMMARY FEEDBACK AND ANNOUNCEMENT OF SEMI-FINALIST TEAMS

All executive summaries received by the deadline will be reviewed by a committee as a preliminary form of judging for teams to be invited to present in the semi-final round of the Competition. Teams will be notified on February 18 if they are moving to the semi-final round of judging, and all teams will receive feedback. Details will be announced as the competition progresses.

February 28, 2022, 9:00 am; March 7, 2022
REVISED EXECUTIVE SUMMARY AND PPT SUBMISSION

For semi-finalist teams:

EXECUTIVE SUMMARY – due by February 28 at 9:00 am

Teams have the opportunity to re-submit their executive summaries, incorporating feedback and changes based on the preliminary round of judging. These executive summaries will be sent to the semi-final judges in advance for review (a different set of judges than in the preliminary round).

Submission process: Semi-finalists will be sent an email so that you can upload the document to the online entry form on the Competition website. ***Your executive summary can be updated until February 28, 9:00 am. At this deadline, this is the version that will be sent to judges.***

PPT SUBMISSION – due by March 7 at 9:00 am

The PowerPoint presentation is the presentation you will be using for live presentations to a panel of judges, and will not be sent to them in advance.

- The presentation must be in PowerPoint or PDF form. (*PDF recommended for Mac users.*)

Submission process: Semi-finalists will be email presentations to the Social Enterprise Initiative (se@hbs.edu). ***Your PPT presentation can be updated until March 7, 9:00 a.m.***

Week of March 7, 2022 (exact date TBD)
SEMI-FINAL ROUND OF JUDGING FOR SOCIAL ENTERPRISE TRACK

Those teams selected by the Preliminary round of judges will present their plans before the judges.

SEMI-FINAL ROUND JUDGING OVERVIEW: Teams selected to proceed in the Preliminary Round of Judging will be invited to make live presentations to a panel of judges via Zoom in an environment designed to simulate a “pitch” meeting with potential investors. Each panel will be comprised of several judges and teams will be evaluated based on their business concept and plan.

Each team will spend time with a panel of judges, with the following schedule:

:00 to :10	10 minute team presentation to judges
:10 to :25	15 minutes Q&A for judges to ask questions
:25 to :30	5 minutes of “instant” feedback from judges

Following the Semi-Final Round of judging, Finalist teams will be selected to proceed to the final competition. Notification of which teams were selected to advance to the Final Round will be announced to all Competition participants via email as soon as they have been compiled.

PRESENTATION FORMAT: While determining the format of the 10-minute presentation is up to each individual team, each group should develop materials with the objective of communicating their plan in a clear and concise manner to present a compelling argument as to the unique merits of their proposed venture. Note that judges will receive your executive summary in advance of the competition for their review prior to your presentation.

You may have a maximum of three team members present, and one of the presenters must be an eligible team member. You should make your choice about how to handle this based upon your sense of how to most efficiently communicate your plan to the Judges. Because judges will be evaluating your team’s ability to work together and the group’s presentation style with regards to soliciting investors, teams should give careful consideration to the quantity and roles of the selected presenters.

TECHNOLOGY: Presentations and judging will take place via Zoom. Teams will be asked to share their screen and present their PPT from their own account. The SEI representative will have a back-up version of the presentation (to be sent to se@hbs.edu by March 7) in case it is needed. Given the limited technical assistance and limited time for presenting, teams are encouraged not to rely on special computing needs (such as animations, embedded videos, etc.).

CONFIDENTIALITY: Teams are naturally concerned about the confidentiality of their ideas. We have asked the judges to treat your plans with the same respect as those they would encounter in the course of their business.

FEEDBACK: Each team that participates in the Semi-Final Round judging will receive feedback on their executive summary and presentation. Not only will teams receive 5 minutes of “instant” feedback from judges immediately following their presentation but each team will receive a brief written compilation of the judges’ commentary on their plan within one week. While this commentary is not meant to be prescriptive (i.e. don’t assume that if you address the issues mentioned in your feedback form that your venture will receive funding), it will provide teams with some feedback so that they can refine their plan or presentation style to increase their effectiveness in the pursuit of real-world opportunities. Teams who are selected as finalists will be given the opportunity to revise their original executive summaries, incorporating feedback and changes, and re-submit to the Social Enterprise Initiative.

March 24, 2022, 9:00 am; March 30, 2022, 9:00 am
REVISED EXECUTIVE SUMMARIES and PPTs DUE FOR FINALISTS

The four finalist teams re-submit their executive summaries in Reviewr (by March 24) and email PPT presentations (by March 30) to the Social Enterprise Initiative (se@hbs.edu). The teams have the opportunity to revise these documents, incorporating feedback and changes based on the semi-final round of judging. **No revisions will be accepted after these deadlines.**

March 31, 2022
COMPETITION FINALS AND AWARDS CEREMONY

Four finalists, selected during the semi-final round of judging, will make presentations to a final judging panel of distinguished philanthropists and venture capitalists. Details will be announced to finalist teams as the competition progresses.