

2017 HBS New Venture Competition

Student Social Enterprise Track

Details for Participating Teams

KEY DATES

See details for each on following pages

Date	Submission/Event
February 1, 2017 12:00 noon	Entry Form due to be eligible for expense reimbursement <i>(Teams may enter the competition up until the March 8 deadline)</i>
March 8, 2017 12:00 noon	Final entry deadline and executive summaries due
March 20, 2017	Executive Summary feedback and announcement of semi-finalist teams
March 27, 2017 12:00 noon	Business Plans due for all semi-finalist teams
April 3, 2017 9:00 am	PPTs due for all semi-finalist teams
April 4, 2017 12:00 noon – 5:00 pm	Semi-final round of Judging for Social Enterprise Track
April 10, 2017 12:00 noon	Reimbursement paperwork due <i>(for teams that entered by the February 1 deadline)</i>
April 18, 2017 9:00 am	Revised Business Plans due for finalists
April 25, 2017 12:00 noon – 4:30 pm	Social Enterprise Track Competition Finals
April 25, 2017 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.

HBS SOCIAL ENTERPRISE INITIATIVE

www.hbs.edu/socialenterprise

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February 1, 2017, 12:00 noon

ENTRY FORM DUE

Deadline to complete Entry Information Form in order for teams *to be eligible for expense reimbursement funding*. (NOTE - we will accept entries from teams until March 8, however teams that submit their entries after February 1 will not be eligible for expense reimbursement funding.)

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

- Download and fill out the [Team Member Information](#) Spreadsheet (changes can be made after submitting by emailing the Social Enterprise Initiative at se@hbs.edu)
- Visit the Competition [website](#) to create an account
- Enter all required information (please note that the Executive Summary portion does not need to be submitted until March 8, 12:00 noon)
- Team leaders who submit entry forms by this deadline will receive an email confirmation by the morning of February 3. If you do not receive an email by then, please contact the Social Enterprise Initiative at se@hbs.edu or 617-495-6421.

Note on expense reimbursement funding

HBS teams:

- Teams with an HBS MBA student may receive reimbursement, by submitting the New Venture Competition: Student Social Enterprise Track [Expense Form](#) by April 10 at 12:00 noon.
- Teams with an HBS MBA student enrolled in an Independent Project for credit may be eligible for reimbursement of expenses through the [Social Enterprise Independent Project Grant Reimbursement Program](#). **Teams may apply to both programs, but can only receive funding from one program.**

Non-HBS teams:

- Teams who *do not* include an HBS MBA student should contact their individual schools to explore reimbursement opportunities.

This Reimbursement is available only to students who officially entered the competition by the February 1, 2017 deadline. All expenses must be incurred *prior* to your initial business plan submission on March 27, 2017.

March 8, 2017, 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.

The **Executive Summary** must not exceed 3 pages (including text, graphs, and appendices). In the summary, include brief overviews of the key elements in your plan, which will be forwarded to judges in advance of semi-final presentations.

- Refer to [Judging Criteria](#) as you create your executive summary. In the past, judges have asked for financial projections to be included in the executive summary, so that they have background prior to your presentation and can focus their questions and feedback more effectively.
- At the top of the first page, include team name, members, and contact email(s).

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.

March 20, 2017

EXECUTIVE SUMMARY FEEDBACK AND ANNOUNCEMENT OF SEMI-FINALIST TEAMS

All executive summaries (received by March 8) 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 March 20 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.

March 27, 2017, 12:00 noon; April 3, 2017, 9:00 am

BUSINESS PLAN AND PPT SUBMISSION

BUSINESS PLAN SUBMISSION – due by March 27 at 12:00 noon

The Business Plan submission is the actual plan you are submitting for judging, and will be sent to judges in advance for review. The Business Plan submissions must include a written plan to **fit on 8.5 x 11 paper (not to exceed 30 pages of text, graphs, and appendices)**. Final submissions should include:

- on the first page, include team name, members, and contact email(s)
- social impact potential and funding model
- a working model or prototype, if practicable
- market data based on customer research and customer response analysis
- quarterly financial projections for two years and annual projections to five years with both a pro forma cash flow and budget analysis
- other analysis, as appropriate (e.g., break-even analysis, estimated market share calculations)

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 business plan submission can be updated until March 27, 12:00 noon. At this deadline, this is the version that will be sent to judges.***

PPT SUBMISSION – due by April 3 at 9:00 am

The PowerPoint presentation is the presentation you will be using for live presentations to a panel of judges.

- The presentation must be in PowerPoint form.
- It should no more than 20-slides and represent an overview of the proposed business plan

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 PPT presentation can be updated until April 3, 9:00 a.m.***

April 4, 2017

SEMI-FINAL ROUND OF JUDGING FOR SOCIAL ENTERPRISE TRACK

Those teams selected by the executive summary review committee in early March 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 in an environment designed to simulate a 30 minute “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 35 minutes with a panel of judges in accordance with the following schedule:

:00 to :15	15 Minute Team Presentation to Judges
:15 to :30	15 Minutes Q&A for Judges to Ask Questions
:30 to :35	5 Minutes of “Instant” Feedback from Judges on Plan

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 15 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 full business plan in advance of the competition for their review prior to your presentation.

You may have one or more of the team members present, but 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.

Each of the rooms used for Judging will be equipped with basic computer functionality. *It is the responsibility of each Team to bring any additional physical presentation resources that they may require to the presentation as the New Venture Competition Organizing Committee will not be able to accommodate special requests. Teams are also encouraged not to rely on special computing needs or presentations that are exclusively computer-generated* (i.e., we would suggest that hard copies of the presentation should be prepared in addition to any computer-generated presentations) since only very limited technical assistance will be available during the Judging and each minute spent attempting to configure technical resources to function in the classroom will be subtracted from the team’s 15 minute presentation time.

CONFIDENTIALITY: Teams are naturally concerned about the confidentiality of their plans. 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 plan 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 business plans, incorporating feedback and changes, and re-submit to the Social Enterprise Initiative.

April 10, 2017, 12:00 noon
REIMBURSEMENT PAPERWORK DUE

HBS teams:

- Teams with an HBS MBA student may receive reimbursement, by submitting the New Venture Competition: Student Social Enterprise Track [Expense Form](#) by April 10 at 12:00 noon.
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Non-HBS teams:

- Teams who *do not* include an HBS MBA student should contact their individual schools to explore reimbursement opportunities.

This Reimbursement is available only to students who officially entered the competition by the February 1, 2017 deadline. All expenses must be incurred *prior* to your initial business plan submission on March 27, 2017.

April 18, 2017, 9:00 am
REVISED BUSINESS PLANS and PPTs DUE FOR FINALISTS

The four finalist teams re-submit their business plans and PPT presentations to the Social Enterprise Initiative (emailed to se@hbs.edu) by 9:00 a.m. on April 18. The teams have the opportunity to revise their original business plans, incorporating feedback and changes based on the semi-final round of judging. **No revisions will be accepted after the deadline.**

April 25, 2016
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.