

# Social Enterprise Initiative

## 2010 HBS BUSINESS PLAN CONTEST SOCIAL VENTURE TRACK

### DETAILS FOR PARTICIPATING TEAMS

#### KEY DATES

See details for each on following pages

<b>Date</b>	<b>Submission/Event</b>
Fri, December 18, 2009 4:00 pm	<i>For teams with an HBS MBA Student: Contest Entry and Faculty Advisor Forms Due to be eligible for expense reimbursement</i>
Mon, February 8, 2010 4:00 pm	<i>For teams without an HBS MBA Student: Contest Entry and Faculty Advisor Forms Due to be eligible for expense reimbursement</i>
Mon, March 29, 2010 12:00 noon	Intent to Present and Executive Summaries Due. <i>Also deadline to submit Contest Entry and Faculty Advisor forms if not previously submitted</i>
Mon, April 5, 2010	Executive Summary feedback and announcement of semi-finalist teams
Thurs, April 8, 2010 12:00 noon	Business Plans and PPT due for all semi-finalist teams
Tue, April 13, 2010 1:00 pm – 5:00 pm	Semi-final round of Judging for Social Venture Track
Wed, April 21, 2010 12:00 noon	Revised Business Plans due for Finalists
Tue, April 27, 2010	Contest Finals and Awards Ceremony for Social Venture and Business Venture Tracks

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

...this is Social Enterprise.



Friday, December 18, 2009, 4:00 pm

**CONTEST ENTRY AND FACULTY ADVISOR CONFIRMATION FORM DUE**

*For teams with an HBS MBA Student*

Deadline to complete Entry Information and Faculty Advisor Confirmation Form in order for teams **with an HBS MBA student** to be *eligible for expense reimbursement funding*.\*\* The information you submit is reviewed by the Business Plan Contest Review Committee to determine eligibility. Please see website for team eligibility criteria. We suggest keeping a copy of the form for your future reference. (NOTE - we will accept entries from teams until March 29, however teams that submit their entries after December 18 will not be eligible for expense reimbursement funding)\*\*

[Download Contest Entry and Faculty Advisor Confirmation Form](#)

- Submission process: by email to [se@hbs.edu](mailto:se@hbs.edu)
  - label document with abbreviated version of team name and “entry” (ABC-entry.doc)

**\*\*Note on expense reimbursement funding:**

- Teams with an HBS MBA student may receive reimbursement from the Rock Center for Entrepreneurship, and should refer to their Business Plan website for reimbursement details: <http://www.hbs.edu/entrepreneurship/bplan/rules.html#8>
- Teams with an HBS MBA student enrolled in a Field Study or ISR for credit may be eligible for reimbursement of expenses through the Social Enterprise Initiative’s FS/ISR Fellowship Grant Program. Please refer to the program website for program details: <http://www.hbs.edu/socialenterprise/fieldstudies/funding.html>
- **Teams may apply to both programs, but can only receive funding from one program.**

Monday, February 8, 2010, 4:00 pm

**CONTEST ENTRY AND FACULTY ADVISOR CONFIRMATION FORM**

*For teams without an HBS MBA Student*

Deadline to complete Entry Information and Faculty Advisor Confirmation Form in order for teams **without an HBS MBA student** to be *eligible for expense reimbursement funding*.\*\* The information you submit is reviewed by the Business Plan Contest Review Committee to determine eligibility. Please see website for team eligibility criteria. We suggest keeping a copy of the form for your future reference. (NOTE - we will accept entries from teams until March 29, however teams that submit their entries after February 8 will not be eligible for expense reimbursement funding)\*\*

[Download Contest Entry and Faculty Advisor Confirmation Form](#)

- Submission process: by email to [se@hbs.edu](mailto:se@hbs.edu)
  - label document with abbreviated version of team name and “entry” (ABC-entry.doc)

**\*\*Note on expense reimbursement funding:**

- Teams which *do not* include an HBS MBA student should submit the Center for Public Leadership Business Plan Reimbursement [form](#) - please note all of the requirements and deadlines for participation. For additional information or questions, please contact Jennifer Firreno at the Center for Public Leadership: [jennifer\\_firreno@ksg.harvard.edu](mailto:jennifer_firreno@ksg.harvard.edu); (617) 496-4764.

Monday, March 29, 2010, 12:00 noon

## INTENT TO PRESENT AND EXECUTIVE SUMMARY

The “**Binding Intent to Present**” is a commitment from teams to continue participation in the Business Plan Contest and is taken seriously by contest organizers. Withdrawing from this commitment poses an unfair situation for other teams and impacts the Contest’s ability to recruit practitioner judges on an ongoing basis creating a difficult planning situation for contest organizers. If you have any concerns about your ability to keep this commitment, please contact the Social Enterprise Initiative (617-495-6421) prior to completing this form so we can discuss the situation with you.

By submitting this form, teams commit to:

- Present before judges (if selected) in the semi-final and final Contest rounds
- Meet the “Terms of Commitment” on the binding Intent to Present form

[Download Binding Intent to Present form](#)

The **Executive Summary** should be 2-3 pages, submitted as a PDF, and 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: in hard copy to the Social Enterprise Initiative, Loeb House, 3rd Floor, and by email to: [se@hbs.edu](mailto:se@hbs.edu). Label document with abbreviated version of team name and “intent” (ABC-intent.doc). Email subject line: 2010 Binding Intent to Present.
- “Binding Intent to Present”: label document with abbreviated version of team name and “intent” (ABC-intent.doc)
  - Submit Executive Summary as PDF; label document with abbreviated version of team name and “exec” (ABC-exec.pdf)

**Please note: Teams that have not yet submitted the Contest Entry and Faculty Advisor forms must do so by this date.**

**Monday, April 5, 2010**

**EXECUTIVE SUMMARY FEEDBACK AND ANNOUNCEMENT OF SEMI-FINALIST TEAMS**

All executive summaries (received by March 29) 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 Contest. Teams will be notified on April 5 if they are moving to the semi-final round of judging, and all teams will receive feedback. Details will be announced as the contest progresses.

Thursday, April 8, 2010, 12:00 noon

**BUSINESS PLAN AND PPT SUBMISSION**

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 on 8.5 x 11 paper (not to exceed 30 pages of text, graphs, and appendices) **plus** a "PowerPoint" style presentation (not to exceed 20 slides).

Final submissions should include:

- on the first page, include team name, members, and contact email(s);
  - quarterly financial projections for two years and annual projections to five years with both a pro forma cash flow and budget analysis;
  - social impact potential and funding model;
  - other analysis, as appropriate (e.g., break-even analysis; estimated market share calculations);
  - a working model or prototype, if practicable;
  - market data based on customer research and customer response analysis; and
  - "PowerPoint" (no more than a 20-slides) or similar overview/summary of the proposed business (does not count towards 30 page limit)
- **Submission process:** six printed copies of all materials for distribution to judges - turned in to the Social Enterprise Initiative, Loeb 31.

Tuesday, April 13, 2010 from 1:00 pm – 5:00 pm

## SEMI-FINAL ROUND OF JUDGING FOR SOCIAL VENTURE TRACK

Those teams selected by the executive summary review committee on April 5 will present their plans before the judges. The Contest makes its best effort to include as many teams as possible while maintaining the integrity of the Contest process.

### 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 Contest 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 contest 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 an overhead projector and 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 Business Plan Contest 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 transparencies and 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. We will collect the copies of your plan at the conclusion of your presentation to the judges’ panel.

### 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 finalist will be given the opportunity to revise their original business plans, incorporating feedback and changes, and re-submit to the Social Enterprise Initiative.

Wednesday, April 21, 2010, 12:00 noon

**REVISED BUSINESS PLANS DUE FOR FINALISTS**

The four finalist teams have the opportunity to revise their original business plans, incorporating feedback and changes based on the semi-final round of judging. Teams can re-submit their business plans and PPT presentations to the Social Enterprise Initiative by 12:00 noon on April 21. **No revisions will be accepted after the deadline.**

**Tuesday, April 27, 2010**

**CONTEST 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. Finalist teams have the opportunity to revise their plans following receipt of feedback from the semi-final round of judging and will resubmit plans prior to the contest finals. Details will be announced to finalist teams as the contest progresses.