



HARVARD | BUSINESS | SCHOOL

Social Enterprise

Business Plan Contest

Kick-off

November 14, 2006

Program

6:00 to 7:30 pm

- Panel: Social Enterprise – A Discussion
- HBS Business Plan Contest: The SE Track

7:30 pm onwards

Social Enterprise Track Team-Building Mixer
Hamilton Hall Lounge, HBS
Ideas & People / Food & Drink

Social Entrepreneurship: A Discussion

Panel

- **Billy Shore**, Founder and Executive Director, *Share Our Strength*
- **Gerald Chertavian**, Founder, *Year Up*
- **Lori-Anne Ramsay**, Co-Founder, *Business Advancement & Social Entrepreneurship*



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Social Enterprise

Business Plan Contest

Michael Chu

November 14, 2006

Business Plan Contest - Social Enterprise

A Business Plan contest for:

- A project which has as a key component of its activities the creation of *social value* in a *significant* and *sustained* manner
- Nonprofit, for-profit, or hybrid

Social Enterprise Contest: Background

- Introduced in 2001
 - Criteria specific to SE
 - Student & Faculty partnership
- Over time, have accounted for 25% of all business plans submitted
- Over 160 students have participated
 - For many, first involvement in social enterprise
 - Participants come from a mix of schools
- Educational focus
- Historically, about 1/3 of plans have led to formation of organizations

Previous Business Plans: Some Examples

	For Profit	Nonprofit
Domestic	BEST Education Liberty Health	Nation Building The Unison Project
Int'l	Yakshmere Modulo	Policlinicus Gyaana Mountains for Miracles

Why do it?

- Apply your expertise to the complex environment of social enterprise on a personally-meaningful issue
- Resources to back your concept
- Develop practical entrepreneurship skills
 - Launch a new idea
- A comprehensive learning experience
- Work in a team 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
- Strength of concept and evaluation of executive plan

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

www.hbs.edu/socialenterprise/bplan

Social Enterprise Contest: Requirements

- Each team must include at least one person who meets one of the following criteria:
 - HBS second-year student (note that HBS students who have not completed the first year of the MBA program are not eligible)
 - Current Harvard University Reynolds Foundation Fellow
 - Full-time Harvard graduate student currently enrolled in one of the following courses:
 - Entrepreneurship in the Social Sector (at HBS or KSG)
 - Entrepreneurship in Education Reform (at HBS)
 - Effective Leadership of Social Enterprise (at HBS)
 - The Social Entrepreneurship Collaboratory (at KSG)
 - Eligible teams must be composed of a majority of students of Harvard University, and these members must have meaningful roles in the venture and the Contest presentation.
- Faculty advisor
- Community Standards and Student Honor Code

Social Enterprise Contest: Calendar

February 12, 2007: Contest Entry and Faculty Advisor Forms Due

March 27, 2007: SE Intent to Present and Executive Summaries Due

April 5, 2007: SE Plans Due

April 10, 2007: "Super Tuesday" SE First-Round Judging

April 23, 2007: Contest Finals and Awards Ceremony for SE and Traditional Tracks

Social Enterprise Contest: HELP Sessions

- **TONIGHT** – Team Mixer
- **November 30** – Developing a Social Enterprise Business Plan
- Financing and Social Enterprise
- Performance Measurement in Social Enterprise
- Preparing Your Financials
- The Executive Summary and Presenting the Business Plan

Social Enterprise Contest

For more information

www.hbs.edu/socialenterprise/bplan

- Michael Chu, Senior Lecturer, Harvard Business School - mchu@hbs.edu
- Margot Dushin, Harvard Business School Social Enterprise Initiative - mdushin@hbs.edu
- Cathleen Coyle, Center for Public Leadership at Kennedy School of Government - cathleen_coyle@Harvard.Edu