

NYU Stern Social Venture Competition

New Social Venture Feasibility Analysis

Purpose

The goal of the New Social Venture Feasibility Analysis is to clearly articulate the venture idea, the existing need and social impact, and how you will ensure sustainability. All social venture proposals must have an earned income stream strategy. Keep in mind, this document is an overview – you will articulate the details in the full business plan later in the competition.

Screeners and judges are to focus on the five key areas outlined below with importance designated by percentages. They receive the following guidance:

Funding: The social venture does not need to be one that requires venture capital unless that is appropriate or needed. However, all enterprises require funding and therefore, the preliminary venture concept must state how you propose to fund your venture.

Scale: The venture need not be initiated as a large venture. However, we do not view favorably the small venture that lacks a clear vision for scalability and growth over time.

Submission Procedure and Format

1. Use the questions on the next page to guide your analysis. Your document must be limited to **three pages of text and up to two additional pages for documentation of feasibility and/or financials**. You need to demonstrate evidence of your assertions. In total, the document should not exceed 5 pages.
2. **1 inch top, bottom, left and right margins and 12 pt. font** requirement applies to the textual content of the document and not to titles and descriptions accompanying references and/or worksheets
3. Submission is online at: <http://w4.stern.nyu.edu/berkley/forms/registration/>

Evaluation Criteria

Venture Name:

Team member's Names and e-mail addresses:

1. **New Venture Idea** 25%
 - a) Describe the existing social need or problem and how your venture will address it.
 - b) Describe the product/service? How will it change the way people live, work or do business?
 - c) Who are potential users and/or customers? (Remember to differentiate between the customer who pays, and the end user of your service/product)
 - d) Has customer feedback been sought? What evidence do you have that your target users/customers want to use and/or are willing to pay for your product/service?

2. **Business Model and Social Impact Measurement** 15%
 - a) What are your sources of revenue/how does the venture make money? Are your users and buyers one in the same?
 - b) What are your first year cash needs? How do you plan to fund them?
 - c) Provide a simple 3-5 year P&L with headcount, revenue, expenses, operating profits, cash flows and key metrics that define your business (users, unit volume, etc.).
 - d) How can you grow/scale the business?
 - e) How do you measure success in this venture? That is, how will you assess your effectiveness in achieving its mission (indicators should link back to your theory of change and strategy).

3. **Market Analysis and Plan** 20%
 - a) What is your estimate of the demand for the company's product or service, and what data is this estimate based on?
 - b) What are the growth characteristics and key drivers of this market?

- c) Who are the existing and potential competitors? What is your competitive advantage and barriers to entry?
- d) How will you bring your product to market and drive customers from awareness through consideration, trial and repeat usage?

4. Operations Plan 15%

- a) Who are the key players in your venture's ecosystem (suppliers, vendors, channels, manufacturing partners, etc.) that are necessary to realize your business model?
- b) What are the critical success factors?
- c) What are the major risks (technology, organizational, competitive, regulatory, etc.) associated with your venture and how, if possible, will you mitigate them?
- d) What are the key technical, commercial, team and financial milestones for the next 2 years?
- e) What's your current status?

5. Management 25%

- a) What are the team's key skills and areas of expertise for executing this plan?
- b) What are the key skills and areas of expertise you need to add to your management team?