NYU Stern Undergraduate College
SOCIAL IMPACT BUSINESS CHALLENGE (SIBC)

The SIBC provides an opportunity for undergraduate students to create "shared value" by developing a business that draws on concepts learned in the Stern Social Impact Core curriculum. The winning team is eligible for up to $20K in seed money through the SIBC, and receives automatic entry into the semi finals of the Berkley Center's Social Venture Competition.

Support: Through a partnership with Net Impact’s NICE initiative and the Berkley Center’s Entrepreneurs Challenge, and critical support from Stern’s Organizational Communication expert faculty, registered SIBC teams will have access to workshops, team-building events, networking forums, and coaching sessions throughout the fall semester.

Eligibility: All SIBC team members must be currently enrolled as NYU undergraduate students and at least one team member must be enrolled as an undergraduate in the Stern School of Business. Proposed ventures may belong to any sector, including non-profit, but must have an earned revenue stream. Existing ventures with $250K or more in either sales or outside financing are not eligible for the competition.

Fall 2014 KEY DATES & DEADLINES:

- Thurs., 9/18, 5PM - Berkley Center’s Venture Competition Kick-off, Paulson Auditorium
- Tues., 9/23, 6:30PM – Net Impact Collaboration Experience (NICE) SIBC Intro, T303
- Fri., 9/26, 11AM-1:45PM – Social Impact Showcase, Tisch L101 (Commerce Room)
- Thurs., 10/2, 6:30PM – Social Impact @ Stern Alumni Mingle (register at
- Thurs., 10/16, 12PM - SIBC Registration Deadline (see below for registration instructions)
- 10/16-11/11/14 – NICE workshopping and coaching
- Tues., 11/11, 12pm – SIBC Application Deadline (see below for application instructions)
- Mon., 11/17, 12pm – SIBC Finalists notified by email
- 11/17 – 12/2 – SIBC Finalist team coaching
- Fri., 12/5, 10AM – SIBC Final presentations, LC-25
REGISTRATION AND APPLICATION

To REGISTER: send one email per team by no later than **12pm, Thurs., 10/16** to Kristy McCadden (kristy.mccadden@stern.nyu.edu) with the following information:

- **Subject line** - “[Team Name] – F14 SIBC Registration”
- **Body of the email** should contain the name(s), email(s), school(s), and expected graduation months(s) and year(s) for all team members
- **Attachment**: A brief statement (at least 2 paragraphs; no more than 1 page) in an easily accessible format that responds to the questions below:

**WHAT SOCIAL ISSUE AREA ARE YOU PASSIONATE ABOUT?**

**AND (if you have one) WHAT’S YOUR BIG SOCIAL VENTURE IDEA?**

When writing your team’s statement, consider the following points to help frame a social venture idea that you are developing/would like to develop.

- What social issue/area is your team passionate about?
- What is the personal connection to this issue?
- Why is this issue important in society? What has made change difficult?
- How does business contribute to the basic issue you are addressing?
- How could business act to change this for the better? Should business do this?

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To APPLY (for consideration for the 12/5 SIBC finals): send one email per team by no later than **12pm, Tues., 11/11** to Kristy McCadden (kristy.mccadden@stern.nyu.edu) with the following information:

- **Subject line** - “[Team Name] – F14 SIBC Application”
- **Body of the email** should contain the name(s), email(s), school(s), and expected graduation months(s) and year(s) for all team members
- **Attachments** (in easily accessible formats):
  1. *Unofficial transcript*(s) (from Albert) for all team members
  2. *Executive summary*¹ - this is a 1-page articulation of your team’s vision and focus, current status, intended social impact and next steps.
  3. *Social Venture Business Plan*² that elaborates on the venture summary and includes:
     - The basic idea, including the problem or need being addressed, the business model being developed, and metrics being used to assess social impact.

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¹ For more information about social venture summary requirements, and to download Alex Osterwalder’s *Business Model Canvas* (an example of a prototype document), please visit the Berkley Center’s Challenge website.

² multiple attachments are expected; the total document should add up to no more than 15 pages using 8.5” by 11” paper, single-spaced, 12-pt type, with a minimum one-inch margins
• That landscape, including market research and analysis of relevant stakeholders, potential partners, etc.
• The “who”, including information about your team members’ qualifications and roles.
• The “how”, including operational plans, financials, and the concrete next steps your team will take if you win.

4. **Statement of Eligibility** – all competing team members must sign and submit the attached form as a part of their application affirming that they meet the criteria for the competition.

*Applications that fail to adhere to the specified formatting guidelines and/or are not received by the 12:00pm (EST) on 11/11/14 deadline will not be accepted.*
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Statement of Eligibility

We the undersigned affirm the following:

- All team members are currently enrolled as undergraduate students at NYU.
- At least one team member is enrolled in the Stern School of Business.
- Our proposed venture does not currently have $250K or more in sales.
- Our proposed venture does not currently have $250K or more in outside financing.

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