



BUSINESS & SOCIETY  
PROGRAM AREA (BSPA)

NYU STERN  
SCHOOL OF BUSINESS  
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## NYU Stern Undergraduate College SOCIAL IMPACT BUSINESS CHALLENGE (SIBC)

### DEADLINES AND KEY DATES:

- **Wednesday, September 25, Berkley Center's Venture Competition Kick-off:** Register for the Competition kick-off by visiting <http://www.stern.nyu.edu/experience-stern/about/departments-centers-initiatives/centers-of-research/berkley-center/programs/venture-competitions/index.htm>
- **Friday, October 4, SIBC Registration Deadline:** Send an email no later than 5:00pm to Anna Mancusi, [avm300@stern.nyu.edu](mailto:avm300@stern.nyu.edu), stating your intent to register for the competition. *Teams need not have a fully formed business plan in place to register.* Registering gets you access to networking events, workshops and coaching facilitated by the Berkley Center.
- **Monday, November 11, Applications Due:** Applications (including all components listed below) must be received via e-mail (send to Anna Mancusi, [avm300@stern.nyu.edu](mailto:avm300@stern.nyu.edu)) no later than 5:00pm
- **Thursday, November 14: Finalists notified by email**
- **Friday, December 6: Final presentations** (details TBA)

### APPLICATIONS

Applications for the SIBC consist of the following components:

- **Venture Summary:** The description of the venture must be no longer than two pages. (Please see the Venture Summary Guidelines below for more specific information on this piece.)
- **Business Model Canvas:** This tool, developed by Alex Osterwalder and his collaborators, provides an effective means of developing, analyzing, and communicating your business model. The template is available [online](#), and you should watch Alex Osterwalder's [explanatory video](#) before working through the Business Model Canvas. You may also consult Alex Osterwalder's book, [Business Model Generation](#).
- **Business Plan:** This document elaborates on the proposal sketched in the previous two documents and addresses all of the following: the new venture idea, the business model and social impact measurement, market analysis and plan, operation plan, and management. Business plans must be *no longer* than 15 pages including financial statements, exhibits, endnotes and appendices (8.5" by 11", single-spaced, 12-pt type, minimum one-inch margin).

- Statement of Eligibility: All team members must sign the attached Statement of Eligibility affirming that they meet the criteria for the competition. (See “Eligibility” below.)

### **Coaching Sessions**

All finalists will have the opportunity to work with an individual coach. Coaches will provide mentoring and feedback and will help teams prepare for the final presentations in December. Coaching sessions will run from November 18 – November 22, 2013. (details TBA)

### **Final Presentations**

Finalist teams will be invited to present their idea for evaluation in the finals scheduled for Friday, December 6. (*Date subject to change.*) Each finalist team will be have approximately 30 minutes to present their idea, field questions, and get feedback from the judges.

### **Eligibility**

All team members must be currently enrolled as NYU undergraduate students and **at least one** team member must be enrolled 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.

### **Disqualification**

Applications may be disqualified for any of the following reasons:

- Failure to submit all, completed materials by 5:00pm on November 11, 2013. Submissions received at 5:01pm or later on November 11, 2013, will not be accepted.
- Failure to submit the Eligibility Statement, signed by **all** team members, as part of the application.
- Failure to adhere to the specified formatting guidelines. Documents with less than 1-inch margins, less than 12-point type, or more than the specified page count will not be considered.



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### **VENTURE SUMMARY GUIDELINES**

The goal of the Venture Summary is to clearly articulate the venture idea, the existing need, the potential to create social impact, and how you will address scale/sustainability of the business. All social venture proposals must have an earned income stream strategy.

Answer each question directly below the question. The Venture Summary document is limited to two pages, including the questions themselves, with one-inch margins and 12-pt font. All team members' names and e-mail addresses should also be included in the Venture Summary. Screeners and judges will base their decisions on the following criteria:

#### **1. New Venture Idea**

- 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?

#### **2. Competitor Analysis**

- a. Who are the existing and potential competitors?
- b. What is your competitive advantage?

#### **3. Business Model and Social Impact**

- a. What are your major sources of revenue?
- b. How can you grow/scale the business? How can you ensure the venture will have an impact?

#### **4. Social Impact Measurement**

- a. How do you measure success? How will you assess the venture's effectiveness in achieving its mission?

#### **5. Management**

- a. What are the team's qualifications for executing this plan? (Consider personal connection to mission, background, experience, expertise, network, and/or advisors.)
- b. What are the key skills and areas of expertise you might need to add to your management team in order to be successful?



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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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Name Signature NYU N Number

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