



## 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 [http://www.stern.nyu.edu/socialimpact](#))
  - **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
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## 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](mailto: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](mailto: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**<sup>1</sup> - 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**<sup>2</sup> 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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<sup>1</sup> 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.

<sup>2</sup> 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.\*



**NYU Stern Undergraduate College**  
**SOCIAL IMPACT BUSINESS CHALLENGE (SIBC)**

**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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