

Global Social Entrepreneurship Competition (GSEC)

GSEC Submission Requirements



Overview

The GSEC application, review, and competition processes begin in early November 2009 and culminate the first week in March 2010. The program timeline is outlined below here and specific requirements are detailed on the following pages.

Step 1: Application (Nov 11, 2009)

Step 2: Review and Selection Process

Step 3: Semi-finalist teams work with mentors (Dec '09- Mar '10)

Step 4: Semi-finalist teams submit full business plan draft (Jan 18, 2010)

Step 5: Semi-finalist teams submit final business plan (Feb 16, 2010)

Step 6: GSEC Week (Mar 1-5, 2010)

The full executive summary and business plan requirements are detailed on the following pages.

Please contact the GSEC staff with additional questions: gsec@uw.edu or 206.685.3432

Visit GSEC online:

<http://www.foster.washington.edu/centers/gbc/globalsocialentrepreneurshipcompetition/Pages/GSEC.aspx>

Application

To compete in GSEC, student teams need to create an innovative social business plan that seeks to alleviate a problem of poverty in the developing world. The full eligibility and competition requirements are detailed in the GSEC [rules](#).

GSEC business plans must clearly demonstrate the Social Return on Investment (SROI) in addition to the financial return on investment. In addition to SROI, GSEC business plans must detail the social impact of their business idea. Plans must focus on a low or low-middle income country and need to address poverty alleviation.¹

To apply to GSEC, student teams must complete both of the following by **11/11/09**:

- 1) Submit an executive summary of your team's business plan via email to gsec@uw.edu. The executive summary *must* adhere to the GSEC Executive Summary Requirements, detailed below.
- 2) Complete the online application, available [here](#).

Both the executive summary and the online registration must be received by **November 11, 2009**, 11:00 PM, Pacific Standard Time. Teams only need to submit *one* application per team.

Review and Selection Process

GSEC applications go through two rounds of reviews between November-December 2009 to determine the semi-finalist GSEC teams.

Semi-finalist teams are selected in mid-December and are invited to attend [GSEC Week](#), March 1-5, 2010 at the University of Washington (UW) in Seattle, WA.

Once semi-finalist teams confirm participation, they are paired and work with mentors starting December 2009 to develop the full business plan.

GSEC semi-finalist teams will be required to submit a full business plan on January 19, 2010, which is a draft of the business plan that teams can modify before GSEC Week. On February 16, 2010, semi-finalist teams will be required to submit a final business plan, which will be forwarded to GSEC judges prior to the competition for review. Teams will not be able to modify the final business plan.

Refer to the [GSEC Schedule](#) for a description of the program timeline and GSEC Week.

¹ Country income classification by the World Bank, citation.

GSEC Executive Summary Requirements (*for application*)

Since the executive summary sent for the GSEC application is the only document detailing the team's business idea for the first two rounds of reviews, it may be longer than a traditional executive summary. (The executive summary that semi-finalist teams will submit with their complete business plan should be approximately 1-2 pages).

Format

- Font/size: 12-point Arial or Georgia; 11-point Verdana
- Length: 5 pages maximum, exclusive of title/cover page and table of contents. Single-space is acceptable. 3 pages of supplementary materials allowed (such as graphs, charts, appendices).
- Document size: 1MB maximum
- Document type: MS Word or PDF
 - Submissions should be titled in following manner: TeamName_GSEC2010_ES
 - All files must be merged; we will not merge any files if sent separately
- Document page size: 8 ½ x 11 inches (required). No A4 size document formatting.
- Layout: Title/cover page and page numbers required. Table of contents and supplementary materials are optional.

Content (minimum requirements)

- Business Overview
 - Company description and business model
 - Value proposition- financial and social (environmental if applicable)
 - Vision
 - Strategy statement: who, what, where, why, how
 - Current status
- The Market Opportunity
 - How is this plan innovative? What problem does the company's product/service solve?
 - Competitive analysis
- Market Solution
 - Product(s) or service(s)
 - How will this plan solve the problem
 - Ability to create barriers to entry
- The Market
 - Target customer(s)
 - Industry analysis and forecast (Comparative Analysis)
- Management Team
 - Founders, key management, industry experience, education
 - Board of advisors and Board of directors (optional)
- Financial and Social Impact Summary (and environmental if applicable)
 - Narrative overview of financial summary, financial model with basic projections
 - Assumptions, capital requirements, basic projections, outcome measurements
 - Narrative overview and framework to assess social impact

GSEC Business Plan Requirements

From the applicant pool, semi-finalist teams will be selected in December 2009 and invited to participate in GSEC Week 2010, March 1-5, at the University of Washington in Seattle, WA.

All semi-finalist teams will be required to submit the following in order to participate in:

- 1) Business plan (one per team)
- 2) Resume booklet (detailed on following page)
- 3) Online team member registration (one per team member)
 - a. *Registration information will be provided by the GSEC staff upon the team's acceptance of the invitation to participate in GSEC Week.*

The following pages provide the instructions for GSEC business plan format and content, as well as the team resume booklet.

All GSEC submissions are sent via email to gsec@uw.edu. Only one emailed document per team.

Business Plan Format

- Document font, type, and page size: same as Executive Summary requirements (above)
- Document name: Submissions should be titled in following manner:
TeamName_GSEC2010_bplan
- Document size: 4MB maximum
- Layout: Title/cover page, one-page executive summary, and page numbers are required. Table of contents and supplementary materials are optional.
- Length: 15- 20 pages, maximum, exclusive of title/cover page and table of contents. 10 pages of supplementary materials are allowed (such graphs, charts, appendices).

Business Plan Content *minimum requirements*

Executive Summary (1-2 pages)

- Business Overview & social mission
- Market opportunity, solution, and market analysis
- Competitive analysis
- Estimated year of break-even profitability
- Estimated revenues and net income (three years)
- Financial and Social Impact Summary
- Funding requirements

Business Overview

- Company description and business model
- Value proposition- financial and social; environmental if applicable
- Vision
- Strategy statement: how, what, who, where, why
- The social impact/transformation on people's lives the business will make
- Current status, current or committed funding and all funding sources

Market Opportunity

- How is this plan innovative? What problem does the company's product/service solve?
- Define the problem, describe the need
- Competitive analysis (how the problem is not being solved by competitors)

Market solution

- Product or service
- Description of a working model or prototype, if applicable
- How you will address the need and solve the problem: What problem does the company's product/service solve? How significant a problem is it?
- Ability to create barriers to entry

The Market

- Identification of customer(s) , target market
- Market size, analysis and forecast; industry analysis and forecast
- Geo-political, social and economic factors influencing your ability to serve your client group

Business Plan Content (**cont'd**) *minimum requirements*

Marketing and sales strategy

- Overall strategy
- Pricing policy
- Intellectual property strategy: What intellectual property exists and can it be protected?

Management team

- Who is involved and what is their experience?
- Founders and key management
- Industry experience, education
- Board of advisors (Critical-- it can augment team experience if needed)
- Optional: Board of directors
- A statement describing level of involvement of MBA student

Financial projections

- Sources and uses of capital, and projected revenues and expenses
- Detailed financial data should be displayed in spreadsheet form as an appendix. Financial data should include a cash flow statement, income statement, and balance sheet.
- Outline overall financial model with detailed projections through Year 3 including pro forma cash flow and budget analysis
- Other analysis, as appropriate (i.e. break even analysis)
- Discuss assumptions and capital requirements

Social / environmental Impact analysis

- Definition of your Social Value Proposition (i.e., Theory of Change)
- Quantification of your top three Social Indicators (e.g., Social Impact Value Chain)
- Monetization of your social impact (i.e., Social Return on Investment)
- Discuss key assumptions throughout the analysis*
- Discuss your potential negative social or environmental impact, if any
- Discuss, where applicable, how you are addressing each of the following areas within your business: economic development, community involvement, environmental practices, governance, hiring and workplace practices, sourcing/supply chain
- Other considerations (e.g., analysis of stakeholder needs, qualitative or anecdotal social impact data)

** The social impact should demonstrate how your venture provides beyond the status quo*

Funding request and offering to investors

- Required investment
- Use of investment funding
- Structure of investment deal (e.g., stock, debentures, etc), and possible exit strategies

Resume Booklet

- One resume booklet per team
- Document type: MS Word or PDF
- Length: each individual's resume should not exceed 2 pages
- Document name: resume booklets should be titled using the following convention:
TeamName_GSEC2010_Resume

All GSEC submissions are sent via email to gsec@uw.edu. Only one emailed document per team.