

2005 Global Social Entrepreneurship Competition

Information about preparation and submission of business plans

This year, student teams are invited to submit business plans in one of two thematic areas: (1) health care, and (2) information or communication technology. The market for the business must be in a developing country. The proposed business model may be entirely private or it may be a public-private partnership. In either case, the same judging criteria will be used: (1) impact on quality of life, (2) implementation feasibility, and (3) financial sustainability.

The competition's focus on social entrepreneurship means that business plans should demonstrate the Social Return on Investment (SROI) as well as the financial return on investment.

One approach to computing SROI is provided by the Roberts Enterprise Development Fund: http://www.redf.org/about_sroi.htm, but teams are welcome to employ any other approach considered appropriate. For a discussion, see "Guidelines for Social Return on Investment," by Alison Lingane and Sara Olsen," California Management Review, Spring 2004; available via Harvard Business Online, www.hbsp.com.

Here is some additional information about the submission process:

Timeline

- December 1--Deadline for receipt of business plans. Each team should e-mail the business plan as a file attachment to whitneyw@u.washington.edu. Teams who wish to submit via standard or campus mail should use the address below and allow time for the submission to be received by December 1:
Center for Technology Entrepreneurship
University of Washington Business School
Box 353200
Seattle, WA 98195-3200
- December 15--GSEC will notify the teams who are invited to the February competition.
- February 22-25—teams from around the world meet in Seattle and present their business plans to panels of judges.

Business plan format

- A typical business plan includes the following*:
 - **Market need** - what problem does the company's product/service solve? How significant a problem is it?
 - **Product description** - what is the product/service?
 - **Competitor analysis** – who are the competitors and how do they compete?
 - **Marketing and sales plan** - what is the target market? What are the strategies for distribution, sales, pricing and promotion?
 - **Financial requirements - sources and uses of capital**
 - **Financial requirements – projected revenues and expenses**
 - **Intellectual property strategy** – what intellectual property exists and can it be protected?
 - **Management team** – who is involved and what is their experience?
- For this competition, the business plan should also describe and, where possible, compute the **Social Return on Investment (SROI)**.

* The Center for Technology Entrepreneurship at the University of Washington Business School hosts a domestic business plan competition each spring and collects resources for preparing a business plan. These can be viewed at http://depts.washington.edu/cte/bpc_resources.shtml.

If you have any questions or concerns, please contact Whitney Lackey at whitneyw@u.washington.edu. We look forward to receiving a submission from your team.