



2013 SOCIAL ENTERPRISE CONFERENCE

HOSTED BY THE STUDENTS OF HARVARD BUSINESS SCHOOL & HARVARD KENNEDY SCHOOL

FEBRUARY 9TH and 10TH 2013 – CREATE • CONNECT • COMMIT

PITCH FOR A CHANGE COMPETITION – THIS IS WHERE IT STARTS

Submission Deadlines: Round 1 - December 1; Round 2 - January 20

It just takes one small spark to ignite a fire of change - and that spark can be your idea!

Enter to join an impressive network of social entrepreneurs and the chance to present your idea to the Social Enterprise Conference's 1500 attendees from around the world. Prizes include up to \$6,000 plus insightful consulting hours from leading social enterprise organizations.

Entrant Eligibility

The competition is open to individuals and teams. Projects must seek to create social value in a significant and sustainable manner. Projects can be nonprofit, for-profit or a hybrid.

The contest is designed for projects that are in their initial start-up phase. Below are broad eligibility guidelines. Organizations that do not meet these criteria will be considered by the Pitch for Change Leadership Team on a case by case basis.

- Total revenues or donations since project inception (earned or contributed) are \leq \$25,000.
- Project operations began no earlier than January 1, 2012.
- The project is a stand-alone effort and operates independently of already established organizations (including, but not limited to, resources, governance, management, staff, and infrastructure).

All semi-finalists will be invited to attend the Harvard Social Enterprise Conference on February 9-10, 2013, where they will be able to present their ideas to a panel of experienced judges, and will compete to pitch their start-up to the full conference audience. Semi-finalists will be responsible for arranging their own transportation to and accommodation at the event. Semi-finalists will receive tickets to the conference free-of-charge.

Entry Requirements: Please email completed applications by **December 1 for Round 1** and **January 20 for Round 2** to: pitchforchange@harvardsocialenterprise.org.

Although Pitch for Change is not a traditional business plan contest, please submit an entry of no more than **1000 words and up to two exhibits** that addresses the following components of the project plan:

- *Social Problem Addressed:* What is the social issue that your organization's product or service seeks to address?
- *Product or Service Description:* What product or service will your organization provide? Why is this product or service unique? How will it solve the social problem you are seeking to address?
- *Target Audience and Market Size:* What population will you target? What is the rough size of the market for your product or service? (Please include a rough calculation and a list of key assumptions.)
- *Timeline:* Approximately what is your timeline for going to market? For fully scaling your operations?
- *Management Team:* What key roles would you have to fill to create a sustainable Management Team?
- *Marketing Efforts:* How will you market your product or service?
- *Financial Plan:* What are your initial cost and revenue projections? How will you sustain your operations in the long-term? How will you measure your social return on investment?

Entries must also include the names of all team members.

Submission Deadlines:

ROUND 1 DEADLINE: SATURDAY, DECEMBER 1, 2012 AT MIDNIGHT EST

- Perks of applying Round 1
 - EXCLUSIVE WEBINAR: You'll be invited to an exclusive webinar with a leading social entrepreneur and members of the conference leadership team to gain advice on how to finalize your pitch.
 - PERSONALIZED FEEDBACK: You will receive one-on-one feedback with one of the PFC co-directors on how to improve your presentation for final rounds.

ROUND 2 DEADLINE: SUNDAY, JANUARY 20, 2013 AT MIDNIGHT EST

Judging Process

Judging will occur in two phases

Phase 1: The first phase of judging will be based on entrants' written proposals.

- A committee of Harvard Business School and Harvard Kennedy School students and faculty with expertise in social enterprise will evaluate written applications.
- Ten semi-finalists will be selected.
- All semi-finalists must submit a paragraph and one slide summarizing their *Pitch for Change* idea.

Phase 2: The second phase of judging will be based on in-person pitches that will take place on February 9-10th at the Social Enterprise Competition.

- A mix of representatives from prominent social enterprise organizations and professors with expertise in social enterprise will judge the pitches in three back-to-back rounds:
 - *Preliminary Round – 60 Seconds to Social Impact:* 10 semi-finalists will have 1 minute to present their ideas. The panel of judges will have 2 minutes for Q&A, after which they will select 5 to 7 participants to move forward to the next round.
 - *Secondary Round – 3 minutes to innovation, inclusion and impact:* Selected participants will have 3 minutes to discuss their idea in further detail, using up to 3 slides. The panel of judges will have another 2 minutes for Q&A, after which they will select 3 participants to move forward to the final round.
 - *Final Round – Pitch for Change:* Selected participants will have 1 minute to pitch their ideas, using one slide, to the full audience of Social Enterprise Conference attendees, which comprises of nearly 1,500 people. The panel of judges will then select one winner, one first runner-up, and one second runner-up. The audience will also vote to select a recipient of the "Audience Choice" award.

Prizes

Prizes will be a combination of cash as well as consulting hours by a prominent social enterprise consulting organization. The consulting hours are intended to help the winners to further develop their ideas.

- First Place: \$6,000 and consulting hours.
- Second Place: \$4,000 and consulting hours.
- Third Place: \$2,000 and consulting hours.
- Audience Choice: \$500

Questions?

For more information, please contact Cristina Ros and Sabrin Chowdhury at pitchforchange@harvardsocialenterprise.org

For sample submissions and more prize information visit us at www.socialenterpriseconference.org/2013-pitch-change