NYU Stern Social Venture Competition

New Social Venture Summary Guidelines

Purpose

The goal of the New Social Venture Summary is to clearly articulate the venture idea, the existing need and social impact, how you will ensure sustainability. All social venture proposals must have an earned income stream strategy. **Answer each question directly below the question. The document is limited to two pages including the questions with one-inch margins and 12 pt font.**

Screeners and judges are to focus on the answers to the questions below with importance designated by percentages.

**Evaluation Criteria**

**Venture Name:**

**Team member’s Names and e-mail addresses:**

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? (Remember to differentiate between the customer who pays, and the end user of your service/product)

2. **Business Model and Social Impact**

   a. What are your sources of revenue?
   b. How can you grow/scale the business and increase impact?

3. **Competitor Analysis**

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

4. **Social Impact Measurement**

   a. How do you measure success in this venture? That is, how will you assess your 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 advisors)
   b. What are the key skills and areas of expertise you need to add to your management team?