Applications for the Social Impact Business Challenge consist of the following:

- **Venture Summary**: This concise description of the venture must be no longer than two pages. Please see the Venture Summary Guidelines for more information.

- **Business Model Canvas**: This tool, developed by Alex Osterwalder and his collaborators, provides an effective means of developing, analyzing, and communicating your business model. The template is available online, and you should watch Alex Osterwalder’s explanatory video before working through the Business Model Canvas. You may also consult Alex Osterwalder’s book, *Business Model Generation*.

- **Business Plan**: This document elaborates the proposal sketched in the previous two documents and addresses all of the following: the new venture idea, the business model and social impact measurement, market analysis and plan, operation plan, and management. Business plans must be no longer than 15 pages including financial statements, exhibits, endnotes and appendices (8.5” by 11”, single-spaced, 12-pt type, minimum one-inch margin).

- **Statement of Eligibility**: All team members must sign the attached Statement of Eligibility affirming that they meet the criteria for the competition. (See “Eligibility” below.)

**Deadline**
Applications must be received via e-mail (to pmelton@stern.nyu.edu) by 3:00pm on November 26, 2012.

**Eligibility**
All team members must be currently enrolled as NYU undergraduate students, at least one of whom is enrolled 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.

**Disqualification**
Applications may be disqualified for any of the following reasons:

- Failure to submit all, completed materials by 3:00pm on November 26, 2012. Submissions received at 3:01pm or later on November 26, 2012, will not be accepted.
• Failure to submit the Eligibility Statement, signed by all team members, as part of the application.

• Failure to adhere to the specified formatting guidelines. Documents with less than 1-inch margins, less than 12-point type, or more than the specified page count will not be considered.
Venture Summary Guidelines

The goal of the 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. All team members' names and e-mail addresses should be included in the Venture Summary.

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

Evaluation Criteria
1. New Venture Idea, 25%
   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, 15%
   a. What are your sources of revenue?
   b. How can you grow SCALE the business and increase impact?

3. Competitor Analysis, 25%
   a. Who are the existing and potential competitors? Consider other solutions.
   b. What is your competitive advantage?

4. Social Impact Measurement, 15%
   a. How do you measure success in this venture? That is, how will you assess your effectiveness in achieving its mission?

5. Management, 20%
   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?
## Statement of Eligibility

We the undersigned affirm the following:

- All team members are currently enrolled as undergraduate students at NYU.
- 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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