

Finding Ways to Help Others

The Social Impact Challenge



Round One -- The Idea

Friday, October 22nd by 5:00 p.m.

Round Two -- The Organizational Model

Wednesday, November 3rd by 5:00 p.m.

Round Three -- Final Presentations

Friday, November 12th at 7:00 p.m.

The Social Impact Challenge

-- Competition Guidelines for 2021 --

Competition Overview

Hosted by the Center for Student Enterprises and Entrepreneurship Development (SEED), the Social Impact Challenge provides students with an opportunity to learn more about social innovation through the development of an idea, creation of a sustainable model that benefits others, and delivery of a pitch presentation. The competition consists of three rounds to ensure that ideas are fully developed and create value for a specific group of people, a place/community, or our planet.

The competition is open to any full-time or part-time undergraduate student of Berry College. Please know that students must be enrolled in the fall semester of 2021. Students must also participate in teams of 2, 3, or 4 individuals. There will be three divisions -- the people, places, and planet divisions -- and three finalists from each one will compete for cash prizes totaling \$6,500 on November 12, 2021. Students may only compete in a single division.

The awards for the Social Impact Challenge are as follows:

| | |
|---------------------------------------|--------------------------|
| 1 st Place - Division (3x) | \$1000 (\$3000 in Total) |
| 2 nd Place - Division (3x) | \$500 (\$1500 in Total) |
| 3 rd Place - Division (3x) | \$250 (\$750 in Total) |
| Audience Choice | \$250 |
| Judges' Overall Winner | \$1000 |

Please know that the judges' decisions will be final on the night of the competition.

Submission and Presentation Guidelines

The Social Impact Challenge consists of three rounds:

The Idea (Round One) -- Participants must submit a completed registration form and one-page proposal that provides an overview of their idea. **Electronic submissions of both the registration form and proposal (converted to pdf files) are due by Friday, October 22nd by 5:00 pm.** All submissions should be sent to renshler@berry.edu and files should be labeled with Your Team Name - Round One.pdf (example: The Recyclers - Round One.pdf). If you wish, hardcopies of the registration form and proposal may be sent to 420 Green Hall (Attention: Kevin Renshler) by that day. Proposals longer than one page will not be accepted.

Your proposal should include the following:

- A general description of the idea
- The apparent need for your idea -- A person, place, or our planet's problem
- How your idea would have a positive impact if implemented

Semi-finalists for Round Two will be notified by Monday, October 25th (by 5:00 pm) in order to prepare for the next round of the competition.

The Organizational Model (Round Two) -- Semi-finalists will develop their ideas using a modification of Osterwalder & Pigneur's Business Model Canvas (2010). This phase of the competition consists of the submission of an eight-page packet. The materials must include a cover page, executive summary (one page maximum), the modified business model canvas (one page maximum), and up to five pages of additional materials explaining the various aspects of the organizational model or other important information that the students think will support their idea. **Electronic submissions of the Round Two materials (converted to pdf files) are due by Wednesday, November 3rd by 5:00 pm.** All submissions should be sent to erenshler@berry.edu and files should be labeled with Your Team Name - Round Two.pdf (example: The Recyclers - Round Two.pdf). Again, hardcopies of the Round Two packet may be sent to 420 Green Hall (Attention: Kevin Renshler) by that day. Packets longer than eight pages will not be accepted.

Your packet should address the following areas:

- The detailed description of the problem that is to be addressed
- A overview of the idea (the solution) and its value proposition
- Your team that includes key personnel, key partners, and your legal structure
- The marketing/operations strategies for production, placement, and promotion
- Other important activities, capital needs, and success metrics
- Revenue and expenses -- Your statement of projected financial activities
- Your intentions for any surplus strategies

Selected finalists will be notified on Friday, November 5th (by 5:00 pm) to prepare for the final round of the competition.

The Presentation (Round Three) -- **On Friday, November 12th at 7:00 pm in the Evans Auditorium**, nine finalists (three per division) will make a five-minute presentation to a panel of judges to pitch their idea. This will be followed by a three-minute question and answer period. The presentation should be a synopsis of the idea with the goal of persuading the panel of the worthiness of the opportunity. In other words, the presentation should clearly demonstrate why your idea provides value to a person(s), place, or our planet and could become a viable organization. All awards will be based upon the final presentation and all submitted materials from previous rounds.

The presentation will be evaluated on the following criteria:

- Quality and persuasiveness of the oral presentation
- Thoroughness and accuracy of any submitted materials
- Quality of answers during the question & answer portion of the presentation
- Level of professionalism

The official announcement of all awards will take place at the end of the evening's program. A reception will be held after all presentations have concluded.

If you have any questions about the competition or need assistance, please contact Dr. Kevin Renshler at erenshler@berry.edu or (760) 290-2685.