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I. INTRODUCTION
Use this packet to prepare for Brigham Young University's Social Venture Competition, a program sponsored by the Peery Social Entrepreneurship Program in the Ballard Center for Economic Self-Reliance.

II. THE VISION
The Brigham Young University Social Venture Competition (SVC) is a competition through which students campus-wide share their interest in local, national, or global social issues. Through the creation of a viable social venture students have the opportunity to change an individual, a small group, or the world by directly focusing on fixing a societal problem. To compete, students submit a venture plan that meets a social need in areas such as:

- Healthcare
- Poverty
- Education
- Energy
- Agriculture
- The Environment

An SVC team can win up to $18,000 in cash.

- Best Ideas winners will be awarded prizes between $50 and $100.
- Best Product winners earn $500 to $1,000.
- Best Venture winners receive up to $5,000 and are eligible for an additional $12,000 in milestone funding.

III. ELIGIBILITY GUIDELINES

(a) Eligible Participants
Students currently enrolled at Brigham Young University-Provo, Brigham Young University- Hawaii, or Brigham Young University-Idaho may compete in the Social Venture Competition. Teams of up to five (5) undergraduate or graduate-degree seeking students at the above-mentioned universities may compete. All team members must be part-time (minimum of six (6) credit hours) or full-time students enrolled during the semester of the competition.

(b) Other Team Members
Students from other schools, faculty members, mentors, and partner organizations are welcome to be members of the broader plan creation and venture implementation team. Indeed, many great social innovations can be delivered well through or with the help of existing organizations. However, BYU student teams submitting a plan must have played a significant role in the creation of the venture and hold a significant stake in the venture. Someone other than the BYU student team may own the idea for the plan, but the venture plan must be the original work of the submitting BYU student team.
(c) Repeat Submissions
Teams and plans that have competed and placed as Best Idea, Best Product, or Best Venture may not compete with the same plan in the same category. However, teams not awarded prizes are encouraged to improve their proposals and resubmit.

(d) Nature and Status of Venture
The venture can be a nonprofit, a for-profit, a hybrid of both, or even a division of an existing organization. However, the competition’s purpose is to develop innovative ventures in seed, start-up, or early growth stage.

IV. COMPETITION CATEGORIES
Although the SVC is a competition, students do not compete with each other. Instead, each entry is evaluated on its own merits. There is no minimum or maximum number of winners in a given academic year.

For more details on submission requirements for each category, see Section V(c) below.

(a) Best Idea Category
A Best Idea winner is a submission that reflects an innovative idea that has been validated for its quality. Specifically, a Best Idea submission shows real world evidence that:

- The problem being solved is well understood;
- The solution being proposed is likely to have its intended effect; and,
- The risks of the endeavor are well researched and manageable.

Best Idea submissions do not require an existing product or service; they may be purely conceptual. The concept, however, must be based on actual research reflecting real world circumstances. Best Ideas winners will be awarded prizes between $50 and $100.

As described in Section V(a), the Best Idea competition is held once per year.

(b) Best Product Category
Best Product winners come from teams that have developed an actual product or service that has been tested in the real world. Teams submitting in this category may still be working on developing a sustainable business model for the product, but the product itself is well defined.

For all Best Product winners:

- Actual, if simplified, instances of the product or service can be shown to a judging panel.
- Evidence that the product or service can be successful is described in detail.
- Plans for developing a successful venture around the product are well thought-out and thoroughly described.

Best Product winners earn $500 to $1,000. Best Product judging happens year-round as each team is ready to submit their entries.
Best Venture Category
This highest category is for teams that have an actual product or service with a sustainable venture built upon it. Winning in this category requires more than just an idea and more than a product. Best Venture winners demonstrate strengths in the following five areas.

- **Product.** The product or service is robust and market-tested.
- **Marketing.** The team has a viable and tested marketing strategy.
- **Impact.** Impact assessment shows that the product has a desirable social benefit.
- **Business Model.** The team can show that the venture is reliably sustainable.
- **Management Team.** The members of the management team are the right people to make the venture successful.

Best Venture winners receive up to $5,000 and are eligible for an additional $12,000 in milestone funding. Best Venture judging also happens year-round as each team is ready to submit their entries.

V. SUBMISSION REQUIREMENTS
All workshops and preliminary events are intended to help students prepare for the Social Venture Competition. Although students are encouraged to participate in the workshops and preliminary events they are NOT required in order to compete in the Social Venture Competition.

(a) Competition Calendar

**Best Idea Competition**
February 11, 2013 before 2 p.m. Final Submission Deadline
February 12-27, 2013 Competitors will receive feedback from Panel of Judges (Personal Event)
February 28, 2013 Best Ideas Award Announcement (Public Event)
April 12, 2012 Finals Announcement (Public Event)

All teams must submit **two (2)** hard copies of their social venture idea to 360 TNRB and one (1) electronic copy to socialventure@byu.edu. All submissions are due Friday, February 11, 2013 before 2 p.m. Judges will have two weeks to read plans and provide feedback as well as choose winners.

**Best Product Competition**
Students are invited to submit a Best Product entry whenever they are ready. When a team submits, the SVC management team will review their entry and approve them for judging. A date for the judging event will be arranged together with the team and the judges.

**Best Venture Competition**
Like with the Best Product category, students are invited to submit a Best Product entry whenever they are ready. When a team submits, the SVC management team will review their entry and approve them for judging. A date for the judging event will be arranged together with the team and the judges.
(b)  **Certifications & Agreements Form**

Each team must submit a hard copy of the SVC “Certifications & Agreements Form” completed and signed by each team member. Plans will not be accepted unless they consent to the complete agreement. A copy of this form is included at the end of this resource packet.

(c)  **Venture Plan Guidelines**

For each category, you must submit two (2) printed copies and one digital copy. The written copies must be submitted to the Ballard Center in 360 of the Tanner Building. Submit the digital copy to socialventure@byu.edu.

None of the categories require a particular format, but you are encouraged to use images, figures, tables, and effective document design to best convey your venture. Although there are no formatting requirements, be sure to address the following issues for each category:

**Best Idea**

1. Problem Summary.
2. Product Concept.
3. Risks Summary.

Best Idea entries may not exceed two (2) printed pages.

**Best Product**

1. Problem Summary.
2. Product Description.

Best Product entries may not exceed eight (8) printed pages.

Best Product competitors are also required to prepare a presentation summarizing the above information. They will deliver this presentation to a panel of judges in a session lasting twenty (20) minutes. Other than the issues above, there are no other requirements for the format or style of the presentation.

**Best Venture**

1. Problem Description.
5. Management Team

Best Venture entries may not exceed fifteen (15) printed pages, excluding appendices.

Best Product competitors are also required to prepare a presentation summarizing the above information. They will deliver this presentation to a panel of judges in a session lasting forty-five (45) minutes. Other than the issues above, there are no other requirements for the format or style of the presentation.
(d) **Confidentiality**

Team members and their advisors should be aware that neither administrators of the competition nor judges of the venture plans will be required, nor should they be asked, to sign nondisclosure agreements. The BYU Economic Self-Reliance Center will ask all who view the venture plans to abide by the University’s Honor Code. Participants are encouraged to be selective about what they disclose, to label plans and contents with the words “CONFIDENTIAL AND PROPRIETARY” if needed, and to seek legal counsel if they have any further questions regarding the legal protection of their ideas. Contestants are responsible to protect any information concerning the plan that they share with mentors, team members, fellow participants, and anyone connected with this competition.

**VI. JUDGING CRITERIA**

The competition judges will consider themselves to be donors/investors as they score the venture plans. They will evaluate how well each plan addresses the topics listed in Section V(c).

**VII. AWARDS**

The winning ventures receive a monetary award upon completing the necessary tax forms and other required documentation. The award amounts for the categories are:

- **Best Idea.** $50 to $100.
- **Best Product.** $500 to $1,000.
- **Best Venture.** Up to $5,000

Teams are encouraged to compete in all three categories as they continue to develop their ventures. By winning all three categories (Best Ideas, Best Products, and Best Ventures), winners may be awarded up to $6,100.

At the end of each Winter semester, the SVC final event is an opportunity for Best Product and Best Venture winners to earn additional cash prizes for the Audience Choice award. More details will be provided to teams selected as Best Product and Best Venture winners.

Best Ventures winners may each receive up to $12,000 additional funding as they meet specific milestones jointly set with the competition judges and advisors. This money must go directly to the venture. Milestones might include:

- Launch (venture legalization, partnership agreements)
- Initial Product Delivery
- Secondary Funding Received (non-founder, non-family donor/investor funds received at certain levels)
- Consistent Growth (certain number of months of profit, increased customers, or product delivery, etc.)
VIII. RESOURCES
The Social Venture Competition is partnered with the Social Venture Academy, a student-driven organization that prepares social ventures for success. This is done through a curriculum that develops the skills necessary for success. The Social Venture Academy has offers many resources:

- Curriculum to learn needed skills
- Mentoring sessions with navigators to track progress and provide support
- Lectures from Social Innovation’s leaders on important topics related to venture development
- Networking opportunities with other students, professors, entrepreneurs, etc.

All of this is accomplished through an online platform that will serve a variety of stages, needs, and sectors. Please go to [http://socialventure.byu.edu](http://socialventure.byu.edu) or contact us at socialventure@byu.edu with any questions.

Examples of winning social venture plans are available in the BYU Economic Self-Reliance Center office (360 TNRB). Because we do not have the necessary copyright permissions, plans can only be reviewed in the Ballard Center and may not be copied or taken elsewhere.

Winning social venture plans can also be found online. Fast Company, a social entrepreneurship organization, has listed yearly ‘Social Capitalist’ awards at [www.fastcompany.com/social](http://www.fastcompany.com/social). The list of previous award winners includes four partners of the BYU Economic Self-Reliance Center namely ACCION International, Grameen Foundation, Scojo Foundation, and Unitus. Teams entering the BYU Social Venture Competition may also want to consider entering other university-based global competitions including:

- Global Social Venture Competition ([http://socialvc.net](http://socialvc.net))
- Global Social Entrepreneurship Competition ([http://bschool.washington.edu/gsec](http://bschool.washington.edu/gsec))
- William James Foundation ([www.williamjamesfoundation.org](http://www.williamjamesfoundation.org))

IX. PREVIOUS SOCIAL VENTURE COMPETITION WINNERS

2012 Winners

1. **Trano Mirary** Providing affordable housing to slum-dwellers in Madagascar through innovative building and financing.

2. **Achatina Snail Farms** Bringing achatina snails currently in high demand for food exports to Ghanaians to help them develop a revenue source as well as provide essential nutrients to themselves. Helps locals become self-reliant by giving farmers a small loan, 1,000 snails, and materials needed to start the farm.

3. **Serve Surfer** Connecting volunteers and nonprofits via a simple Facebook platform that allows volunteers to locate opportunities to volunteer, report on experience, and track service.
2011 Winners

1. **Tilapiana** Creating sustainable fish farms. Combats the world's depleting marine stock by teaching rural entrepreneurs in Ghana to successfully run their own fish farms. Using a franchise model and innovative approaches to design, implementation, and training, Tilapiana empowers Ghanaians so they can raise, sell, and eat their own fish.

2. **TeensACT** Empowering teens for college. Decreases the high school drop out rate and prepares teens for college by offering ACT prep courses, guest speakers, campus tours, and assistance in finding and applying for scholarships.

3. **Stratus** Connecting businesses with nonprofits by pairing employees' skills with nonprofits' needs to make a perfect match.

2010 Winners

1. **2ft. Prosthetics** Providing quality and affordable prosthetic limbs (below the knee) and establishing micro-franchise model clinics for the training of locals (ideally amputees) in the design, manufacture, and fitting of prosthetic limbs.

2. **EcoScraps** Collecting food waste from grocery stores and restaurants and recycling it into a 100% organic, highly nutritious soil amendment reducing landfill waste up to 22%.

3. **International Children's Legal Aid** Providing protection to AIDS orphans through preemptive succession planning in Uganda and alleviating the threat of "Property Grabbing" - a travesty immediately following the death of the father figure who dies from AIDS whereby the property and assets are taken from the surviving children and widowed spouse by the deceased father's extended family.

2009 Winners

1. **The Tipping Bucket** Using social networks to fundraise. The Tipping Bucket is an innovative, project-based fundraising tool that works via Facebook. Nonprofits propose projects that are reviewed by staff who then invite the Facebook community to contribute a set amount by the project deadline. Pledges can be made in increments as small as $1. If the project's bucket fills and tips before the deadline, all the donors' pledges are charged to their accounts and the nonprofit then has the money it needs to pursue its project.

2. **SainTerre** In order to address widespread sanitation problems in sub-Saharan Africa, SainTerre manufactures and distributes the Soilet. Using an innovative application of perforated concrete and vermiculture composting, a Ghanaian engineer invented the Soilet as a low-cost toilet for areas without modern sewage systems. SainTerre sells the Soilet to corporations, governments, and other large clients then uses the proceeds to deliver free Soilets to those who need them most.

3. **StartUp** Filling a gap between microcredit financing and large, traditional lending. StartUp is a plan to create a small business academy for small to
medium size entrepreneurs. After completing training in a broad range of business skills necessary for any successful entrepreneur, graduates then qualify for lower-interest loans from prominent lending institutions.

2008 Winners
1. **Students for Self-Sustainable Schools** Providing funds for schools and giving students vocational training through the hotel industry.

2. **SchoolTipline** Providing communication solutions to help schools identify and prevent violence, suicide, and other safety issues.

3. **Next Deseret** Building surgical centers in the developing world.

2007 Winners
1. **Motu BioFuels** Develop coconut oil into biodiesel fuel

2. **TRIP** At-risk youth rehabilitation program with service learning opportunities in developing countries

3. **PASHiON** Provide Palestinian poor with jobs selling denim products throughout the Arab world

2006 Winners
1. **Radius** Wheelchairs made for developing economies from composite materials

2. **ACE Int’l GMAT Preparation** Help people in developing economies with the GMAT to be able to attend business school in the US

3. **Center for Technical Training** Training center in Ecuador for lower income residents

2005 Winners
1. **MarketPlace Africa** African art export and distribution

2. **Centers for Complimentary Education** Training centers in Brazil for lower income adolescents

3. **ChariState** Electronic state solicitation registration for nonprofit organizations

2004 Winners
1. **Mayan Tree Company & Foundation** Mango produce export from Guatemala

2. **Machalilla Aquarium** Conservation research and destination aquarium in Equador

*Placed in the semifinals of the Global Social Venture Competition, the largest international competition in its field.*
SVC CERTIFICATIONS AND AGREEMENTS FORM

By submitting a plan to the BYU Social Venture Competition each contestant listed below agrees to the following conditions:

ORIGINALITY OF PLAN—The ideas and concepts set forth in the venture plan are the original work of the contestants and no contestant is under any agreement or restriction which prohibits or restricts his or her ability to disclose or submit such ideas or concepts to the BYU Social Venture Competition.

COMPLIANCE WITH THE ELIGIBILITY GUIDELINES OF THE COMPETITION—Each contestant has reviewed the 2011 Eligibility Guidelines and by his or her signature below certifies that this entry and the team or individual it represents complies with and agrees to abide by these rules and guidelines.

WAIVERS AND RELEASES—Each contestant understands that BYU, each of the co-sponsors, judges, mentors, co-organizers (the "Competition Officials") and its directors, officers, partners, employees, consultants and agents (collectively "Organizer Representatives") are volunteers and are under no obligation to render any advice or service to any contestant. The views expressed by the judges, co-sponsors, co-organizers, and the Organizer Representatives are their own and not those of BYU or any other person or entity.

Each contestant also understands and agrees that although the Competition Officials have taken and will take the steps described in the resource packet regarding confidentiality of the ideas and plans submitted by the contestants, the legal protection of the ideas and plans submitted by the contestants to the BYU Social Venture Competition is otherwise the sole responsibility of the contestant. In consideration of the time, expertise and other resources provided by the Competition Officials and Organizer Representatives to the BYU Social Venture Competition, each contestant hereby voluntarily releases each Competition Official and each Organizer Representative from any further liabilities, responsibilities, and accountabilities relating to or arising out of such Competition Officials or Organizer Representative’s participation in the BYU Social Venture Competition.

Please complete the following section and submit this entire page with your venture plan.

Team Name: __________________________________________
List all team members, principal contact first.             

NAME       EMAIL       BYU ID#       SIGNATURE       DATE
1.          
2.          
3.          
4.          
5.          