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I. WELCOME TO THE ACADEMY

The Social Venture Academy (SVA) works with student entrepreneurs to help build socially-minded businesses, connecting them with the resources and knowledge they need to turn their ideas into reality. Student teams are mentored through three phases: idea validation, development, and launch. As teams advance, funding is also awarded—enabling ventures to take flight.

II. VISION OF THE SVA

Through the SVA, students from across campus collaborate together with one vision: to help change our world for the better. The three phases of the SVA prime social ventures to receive early-stage financing from the Peery Foundation and additional donors.

We hold pitching events for each phase—the Best Idea, Best Product, and Best Venture competitions—where ventures are awarded funding. Teams are not competing against each other to receive this support; all ventures that demonstrate high potential can receive funding in each phase.

During the Best Product and Best Venture phases, student teams have the opportunity to present to representatives of the Ballard Center for Economic Self-Reliance who judge ventures based on the following investment criteria:

1. **INNOVATIVE PRODUCT/SERVICE** — The product or service has been market-tested and margins are profitable enough to launch.
2. **MARKETING STRATEGY** — How is the business planning to grow and expand? The market strategy has primed the venture for successful scaling.
3. **SOCIAL IMPACT** — How focused is the venture on fixing a societal problem in addition to making a profit? Can social impacted be measured and forecasted?
4. **BUSINESS MODEL** — How has the business model been evaluated and improved? Is it sustainable?
5. **MANAGEMENT TEAM** — A strong, balanced team has been built that can lead the company and work successfully within constraints.

With a specific emphasis on these five criteria, SVA navigators meet with venture teams to lead them through each phase. These navigation meetings are discussions, focused on the expressed interests and goals of each team. The SVA Flight Plan (shown on the following page) maps out the entire program.
Want to make an impact?
The SVA connects social entrepreneurs with the resources and knowledge they need to turn their ideas into reality. Student teams are mentored through three phases: ideation, development, and launch. As teams advance, funding is also awarded—enabling ventures to take flight. Get involved at sva.byu.edu!

Social Entrepreneurship Showcase

Best Idea Benchmarks:
- Research of problem
- Solution is realizable
- Risks are manageable

up to $200
Come checkout the current work of venture teams or even pitch your own idea for social change. The Best Idea award—along with prize money—goes out to all ideas that meet the benchmarks.

Best Product Competition

Phase 1: Ideation
Get started with concept testing and idea validation!

Phase 2: Development
Move forward by developing your venture in cycles!

Phase 3: Launch
Put plans into action and enhance your business model!

Best Venture Competition

Ballard Center Judge approval

Screening committee approval

Ballard Center Judge approval

Milestone achievement

On-Going Funding
up to $12,000

Investment Benchmarks:
- Innovative product/service
- Marketing strategy
- Social impact
- Business model
- Management team

Investment Benchmarks:
- Understand problem
- Prototype of solution
- Evidence of success
- Plan for future

up to $1,000

up to $5,000
Through the Social Venture Academy, students from across campus collaborate together with one vision: to help change our world for the better. The SVA leadership actively works with student entrepreneurs to help build socially-minded businesses. Join the academy and use your experience and skills for a good cause! Checkout the calendar for the 2015-2016 academic year:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>SEP. 9</td>
<td>Fall Kickoff Event</td>
<td>Learn more about the SVA and opportunities this fall! Recently launched ventures will also be sharing their success stories.</td>
</tr>
<tr>
<td>SEP. 29</td>
<td>Funding Competition</td>
<td>During the Best Product and Best Venture phases, teams pitch to start-up experts who give feedback and award $ funding!</td>
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<tr>
<td>OCT. 16</td>
<td>SVA Idea Showcase</td>
<td>Have an idea that could change the world? Come pitch for a $ award or checkout the work of current social venture teams!</td>
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<tr>
<td>NOV. 10</td>
<td>Venture Development Event</td>
<td>Collaborate with current student entrepreneurs, learn about their social ventures, and contribute your own experience and skills!</td>
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<tr>
<td>DEC. 1</td>
<td>Funding Competition</td>
<td>During the Best Product and Best Venture phases, teams pitch to start-up experts who give feedback and award $ funding!</td>
</tr>
<tr>
<td>JAN. 12</td>
<td>Winter Kickoff Event</td>
<td>Learn more about the SVA and opportunities this winter! Recently launched ventures will also be sharing their success stories.</td>
</tr>
<tr>
<td>JAN. 26</td>
<td>Funding Competition</td>
<td>During the Best Product and Best Venture phases, teams pitch to start-up experts who give feedback and award $ funding!</td>
</tr>
<tr>
<td>FEB. 9</td>
<td>Venture Development Event</td>
<td>Collaborate with current student entrepreneurs, learn about their social ventures, and contribute your own experience and skills!</td>
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<tr>
<td>MAR. 25</td>
<td>SVA Idea Showcase</td>
<td>Have an idea that could change the world? Come pitch for a $ award or checkout the work of current social venture teams!</td>
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<tr>
<td>APR. 5</td>
<td>Funding Competition</td>
<td>During the Best Product and Best Venture phases, teams pitch to start-up experts who give feedback and award $ funding!</td>
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V. PREVIOUS COMPETITION WINNERS

Successful ventures launched through the SVA have focused on an incredibly diverse set of societal problems. The following list represents only a sample of the ventures started here at BYU within the last several years:

**Musana Jewelry**

**Trano Mirary**
Providing affordable housing to slum-dwellers in Madagascar through alternative building methods that have reduced costs by 50% — [http://tranomirary.wix.com/affordablehousing](http://tranomirary.wix.com/affordablehousing)

**Tilapiana**
Combating the world’s depleting marine stock by teaching rural communities in Ghana to successfully run their own fish farms that are economically sustainable — [http://tilapiana.com/](http://tilapiana.com/)

**TeensACT**
Decreases high school drop out rates and empowers teens to attend college by offering ACT prep courses, guest speakers, campus tours and assistance in finding and applying for scholarships — [www.teens-act.org](http://www.teens-act.org)

**EcoScraps**
Recycling food waste from stores and restaurants to convert into soil products — [www.ecoscraps.com](http://www.ecoscraps.com)

Additional SVA teams have launched ventures to build surgical centers in the developing world, provide wheelchairs to those in poverty, and give legal support to orphans. How do you want to make an impact?
VI. SVA LEADERSHIP TEAM

We look forward to working with your venture! If you do not have an idea for a social business, help existing teams find success by getting involved with the leadership team. Please reach out to us at any time!

<table>
<thead>
<tr>
<th>ROLE</th>
<th>NAME</th>
<th>CONTACT INFO</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>PHONE</td>
<td>EMAIL</td>
</tr>
<tr>
<td>Co-Presidents</td>
<td>Taylor Baker</td>
<td>801.368.0651</td>
</tr>
<tr>
<td></td>
<td>Tanner Clawson</td>
<td>847.714.3229</td>
</tr>
<tr>
<td>Curriculum Strategy</td>
<td>Christian Bateman</td>
<td>253.792.9893</td>
</tr>
<tr>
<td>Navigation Management</td>
<td>Dylan Shearer</td>
<td>508.314.9892</td>
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<tr>
<td>Competition Screening</td>
<td>Jordon Greenberg</td>
<td>678.469.6906</td>
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<tr>
<td>Events Lead and Timeline</td>
<td>Michael Viramontes</td>
<td>559.394.9073</td>
</tr>
<tr>
<td>Marketing, Advertising, and</td>
<td>Olivia Berry</td>
<td>760.224.0558</td>
</tr>
<tr>
<td>Public Relations</td>
<td>Nicole Christiansen</td>
<td>469.371.8087</td>
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<tr>
<td>Advisory Board</td>
<td>Aaron Miller</td>
<td>801.787.3210</td>
</tr>
<tr>
<td></td>
<td>Michael Hsiung</td>
<td>310.923.3202</td>
</tr>
<tr>
<td></td>
<td>Curtis Lefrandt</td>
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Learn more at sva.byu.edu