Purpose

The goals of the Social New Venture Concept is to describe its potential for financial profitability or sustainability and social impact; clearly articulate the venture model and marketability of the new venture; and communicate the management team’s ability to execute and succeed in its social impact goals. The concept document should be two pages. Keep in mind, the concept is an overview – you will identify the details in the full business plan. Use the structure below to guide your proposal.

Screeners and judges have been advised to focus on the five key areas outlined below with importance designated by percentages. They receive the following guidance:

Funding: The start up does not need to be one that requires venture capital unless that is appropriate or needed. However, all enterprises require funding and therefore, the preliminary venture concept must state how you propose to fund your venture.

Scale: The venture need not be initiated as a large venture unless that is appropriate. However, we do not view favorably the small venture that lacks a vision for growth.

Evaluation Criteria

1. New Social Venture Idea 25%
   a. What is your theory of change? Describe the existing social need and how your venture will solve it.
   b. The Big Idea: Describe the service/product, its unique selling benefit (e.g. why are you different?) and two or three social impact metrics.
   c. Who is your customer? Is there more than one customer group? (Remember to differentiate between the customer who pays, and the end user of your service/product.)

2. Social Venture Model 25%
   a. Are you a nonprofit, for profit or social enterprise?
   b. What are your sources of revenue and funding?
c. What are your cash needs for first year of operations? And how will you get there?
d. What are your initial financial projections? Provide a simple income statement with revenue, cost of goods sold, other expenses and projected margins.
e. How do you plan to scale the venture?

3. Market Analysis 25%
   a. Who is the present competition and possible new entrants?
   b. What are the critical success factors?
   c. What are the critical risks and how, if possible, will you manage them?
   d. What is your competitive advantage? Is this advantage sustainable?
   e. What is the appropriate segment of customers?
   f. What is the marketing plan?

4. Operations Plan 15%
   a. How does this business work? Identify: development/logistics/human resources/physical facilities/operating and sales cycle necessary to fulfill the strategy and mission of the venture.
   b. Articulate milestones for new venture. What’s your current status?

5. Management 10%
   a. What are the current team’s qualifications for executing this plan successfully?
   b. Who are the necessary key hires?

Submission Procedure

The Venture Concept should be no more than two pages of text and a third page of source documentation with one-inch margins and 12-point type. Submit the initial and revised venture concepts online at http://www.stern.nyu.edu/bces/index_bcomp.php