

## **SOCIAL ENTREPRENEURSHIP CONFERENCE**

UNCG has been asked to recruit two graduate and two undergraduate teams to compete in this year's UNC Social Entrepreneurship Competition and Conference taking place on February 11, 2015. Teams from all UNC system institutions will develop business plans and make presentations at the conference to compete for CASH prizes (First Place Grad - \$5,000).

The competition is built around Graduate and Undergraduate teams identifying a compelling local community need and developing a business strategy to address it. Teams will be asked to submit a one-page proposal of the need and solution to Justin Streuli by October 15, 2014. A UNCG evaluation team will review the submissions and select up to two Graduate and two Undergraduate teams by November 1, 2014 to represent UNCG. Team will then prepare a more in-depth business plan (3-5 pages) that explains the community need the idea is trying to meet, who else can help in accomplishing the goal, and where the revenue for the idea will realistically come from. On February 11, 2015, the day of the conference, teams will deliver presentations in front of a panel of judges. Finalists will be named from among both graduate and undergraduate, then winners will be selected, all the same day.

Prizes are still being finalized, but 2014 prizes were \$5,000 first place for Grads and \$3,000 first place for Undergrads, with additional cash prizes for second and third place.

The timeline for the conference competition is as follows:

October 15 – One-page proposals, team bios and faculty advisor names due

November 1 – Two Undergrad and Two Grad finalist teams selected and notified

January 1 – Draft Business Plan submitted

January 16 – Business Plan feedback returned

January 23 – Final Business Plan submitted

February 11 – UNC SEC Competition at NC A&T University

Other guidelines:

- Focus on local “markets”, your university’s immediate local community.
- No more than 10 people per team.
- Plans must address a clearly-defined social problem or social issue.
- You are allowed to collaborate between multiple universities, not just your own.
- Judges will be from a wide range of sectors including entrepreneurs, journalists, nonprofit leaders...