

Carson J Spencer Foundation Social Enterprise Competition

Expectations and Timelines

Expectations:

Learning Objectives:

1. To give emerging entrepreneurs the tools to build a viable social enterprise
2. To help young leaders make a personal connection to the cause of mental health advocacy and suicide prevention
3. To impact the “double bottom line” of a awareness to a social cause and revenue to help sustain it

Key Roles and Goals:

1. An engaged business club that is supported by Junior Achievement programming will design and implement the business plan
2. A business club advisor and community volunteer to help coach students on entrepreneurial strategies
3. A liaison from the Carson J Spencer Foundation who will help the students learn more about the cause and social enterprise strategies

Group Process:

1. Must have at least 10 students active in group
2. Need to meet weekly for 1 hour
3. Minimum of 75% attendance by members; year-long commitment
4. At least one advisor (or guest speaker) present each session
5. Students who complete these requirements will get a JA Certificate at the end of the program

Timeline for the Social Enterprise Business Plan Competition:

PART I: Building the Blueprint for a Social Enterprise (Fall Semester)

During the fall the project advisors will spend each session working through the “JA Be Entrepreneurial” curriculum and then applying the lessons learned to the social enterprise. By December, the group will have a comprehensive, well-written plan ready to share with the board of the Carson J Spencer Foundation.

PART II – THE IMPLEMENTATION (SPRING SEMESTER)

During the spring the competing groups will then implement their plans, again under the supervision of the business club advisors and the Carson J Spencer Foundation liaison. By May 15th, all project need to be completed and a final report (no more than five pages) submitted to the board of the Carson J Spencer Foundation Board that covers the following:

- Project Description – what was done, when, by whom and with whom, where, etc. (adding pictures and testimonials here helps bring this section to life)
- Project Outcomes – How did you measure social impact? Provide budget and budget narrative
- Lessons Learned
- About leadership and team work
 - About social enterprise and entrepreneurial skills
 - About mental health and suicide

The board will decide the top overall project and will acknowledge the winners at our annual gala event.

MONTH-BY-MONTH TIMELINE

September

Meeting #1: Debrief last year's efforts. Round robin – what is in this for you/why did you sign up? Go over workbooks and expectations

Meeting #2: Informed Entrepreneur Module -- what does it mean to be an entrepreneur? Guest social enterprise speakers (college students) share models and lessons learned.

October

Meeting #1 Overview of SeedCo Nonprofit Toolkit; exploration of social enterprise models and suicide prevention/mental health promotion; informed entrepreneur module continued; needs assessment

Meeting #2: Leadership and Teamwork Development (cards exercise)

Meeting #3: The Right Product Module -- determine mission and vision of project; assess feasibility and external context (who are our potential partners, what is the environmental climate for this?)

Meeting #4: The Right Product Module (con't) What is our innovative product/service? How does it impact mental health promotion and suicide prevention? How will we sustain it over the long term? How will we make money?

Meeting #5: The Right Market Modules – Who is my customer? What is my advantage?

November

Meeting #1 Ethics Module –hat is a socially responsible business?

Meeting #2 Business Plan Module -- Operations/Finances/Risk Management – Time and Task chart/budget and justification

Meeting #3: First Draft of Business Plan Due (executive summary, marketing opportunity, business model, operations, management and stakeholders, financials, social outcomes, conclusion and exhibits).

December

Meeting #1: Second draft of business plan due

Meeting #2: Final draft of business plan sent to the board of the Carson J Spencer Foundation; holiday party

January

Meeting #1: Presentation Rehearsal

Meeting #2: Team of students present business plan verbally (15-20 minute presentation followed by question and answer) to the board (2nd or third week)

Meeting #3: Implement plan – review time/task chart

February

All Meetings: Implementation -- putting the product/service together

March

All Meetings: Marketing and product/service implementation

April

All Meetings: Product/service completed and evaluated; final report crafted

May 15th

Final report submitted to Carson J Spencer Foundation

Summer

Winning school is recognized at the Carson J Spencer Foundation's gala event