Social Enterprise and Innovation Competition 2015
Welcome Kit
Welcome to the 2015 YouthBridge Social Enterprise and Innovation Competition

Since 2005 the Skandalaris Center and the YouthBridge® Community Foundation have partnered in the YouthBridge® Social Enterprise and Innovation Competition (SEIC) to expand opportunities for collaboration, innovation and learning. The competition defines social entrepreneurship as "using entrepreneurial skills to craft innovative processes, approaches, and solutions to help resolve social issues." The competition values innovation, creativity, collaboration, and the entrepreneurial spirit. The intent is to help participants move their ideas forward and receive funding in the competition, but we welcome all, including those who may wish to participate in the learning and connecting with resources, with an eye toward participating in the YouthBridge® SEIC and securing funding at a future date.

We are particularly pleased this year to welcome participation in this, our 10th annual competition, as we celebrate this milestone year and our partnership with YouthBridge Community Foundation and the impact the partnership has enabled us to bring to social enterprise across the globe.

In its first nine years the competition has awarded over $1.1 million in cash and in-kind prizes to over 40 different mission-based organizations. Participation in the YouthBridge SEIC has also led to increased visibility and funding opportunities for the competition participants. The competition adds value beyond any funding awards teams may receive; it is an experience that allows ideas to mature, social entrepreneurs to learn, and new intersections to occur leading to social change.

We expect 2015 to be another great year for YouthBridge® SEIC. This Welcome Kit will provide an overview of the competition deliverables, the Skandalaris Skills Series and IdeaBounce®, and other events. We are excited to partner together to bring the YouthBridge® SEIC to Washington University and the St. Louis community, and wish success to all our teams!

Skandalaris Center for Interdisciplinary Innovation and Entrepreneurship
Washington University in St. Louis
314.935.9134
www.sc.wustl.edu

YouthBridge® Community Foundation
12685 Olive Blvd, Suite 100
Saint Louis, MO 63141
314.985.6778
www.youthbridge.org
Sponsors

The YouthBridge® Social Enterprise and Innovation Competition is possible with the generous support of our judges, volunteers, partners, and sponsors. These organizations allow the competition to continue serving the entrepreneurial community and enriching the learning experience at Washington University.
# YouthBridge® SEIC Deliverable Due Dates and Events *

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>Wednesday</td>
<td></td>
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<tr>
<td>Thursday, September 4</td>
<td>5:00PM registration</td>
<td>YOUTHBRIDGE® SOCIAL ENTERPRISE AND INNOVATION COMPETITION AND OLIN CUP KICKOFF</td>
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<tr>
<td></td>
<td>5:30PM program followed by reception</td>
<td>Whitaker Hall, Danforth Campus, Washington University</td>
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<tr>
<td></td>
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<td>Keynote Speakers: Emre Toker, newly-appointed Managing Director, Skandalaris Center</td>
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<tr>
<td>Thursday, September 11</td>
<td>11:30AM registration</td>
<td>YOUTHBRIDGE® SOCIAL ENTERPRISE AND INNOVATION COMPETITION AND OLIN CUP BROWN BAG INFO SESSION AND IDEABOUNCE®</td>
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<tr>
<td></td>
<td>Noon program</td>
<td>Simon Hall, room 106</td>
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<tr>
<td>Monday, January 5</td>
<td>NOON</td>
<td>POST IDEA AT <a href="#">WWW.IDEABOUNCE.COM/YSEIC15</a> - this gets you in the pipeline for additional details and updates</td>
</tr>
<tr>
<td>Saturday, January 10,17,24</td>
<td>9:00AM – NOON</td>
<td>ATTEND OPTIONAL WORKSHOPS TO HELP YOU WRITE YOUR EXECUTIVE SUMMARY</td>
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<tr>
<td>Monday, January 26</td>
<td>NOON</td>
<td>EMAIL YOUR EXECUTIVE SUMMARY TO <a href="mailto:SEIC@WUSTL.EDU">SEIC@WUSTL.EDU</a></td>
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<tr>
<td>Tuesday, February 2</td>
<td>NOON</td>
<td>Semi-finalists announced (by email, no public event)</td>
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<tr>
<td>Thursday, February 12</td>
<td>2:00 - 5:00PM</td>
<td>ELEVATOR PITCH COMPETITION (private event closed to public)</td>
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<tr>
<td>Thursday, February 12</td>
<td>5:30PM registration</td>
<td>ANNOUNCEMENT OF FINALISTS (public event)</td>
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<td></td>
<td>6:00PM program</td>
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<tr>
<td>Tuesday, March 17</td>
<td>NOON</td>
<td>BUSINESS PLANS DUE</td>
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<tr>
<td>Thursday, April 2</td>
<td>2:00 – 5:00 PM</td>
<td>FINAL PRESENTATIONS (private event closed to public)</td>
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<tr>
<td>Thursday, April 9</td>
<td>5:30 registration</td>
<td>YOUTHBRIDGE® SEIC AWARDS CEREMONY (public event)</td>
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<tr>
<td></td>
<td>6:00 program followed by reception</td>
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*Washington University in St. Louis, Skandalaris Center for Entrepreneurial Studies, One Brookings Drive, Campus Box 1133, Saint Louis, MO 63130-4899, 314.935.9134, 314.935.4700 (fax), [www.sc.wustl.edu](http://www.sc.wustl.edu), seic@wustl.edu*
YouthBridge® SEIC Process

The 2015 YouthBridge® Social Enterprise and Innovation Competition (SEIC) officially kicked off in April 2014 with the announcement of winners in the 2014 competition. Posting ideas on the IdeaBounce® website and attending Skandalaris Center events throughout the year provide entrepreneurs the opportunity and resources to develop their ideas. The Skandalaris Skills Series and IdeaBounce® events are free opportunities for commercial and social entrepreneurs from campus and the community to explore possibilities, learn, and connect with each other. It is up to the people with the ideas to take advantage of the available resources as they begin to understand what they don’t know.

Step-by-step, the YouthBridge SEIC process includes:

1. Post your idea to ideabounce.com/yseic15
2. Attend Skandalaris events to find team members, mentors, and advisors and refining your idea with new information and feedback
3. Write and submit your executive summary, from which donors will select semi-finalists
4. Semi-finalists make a 2-minute elevator pitch and take questions from the judges for 5 minutes – this determines the finalists
5. Finalists submit business plans AND make final oral presentations to the judges

After final presentations, the Skandalaris Center, YouthBridge, and other donors select award winners based on team deliverables and each donor’s mission. The winners are announced at the Awards Ceremony and subsequently receive checks for their awards. Each funder may have additional requirements before issuing the check.

Submitting an Idea

IdeaBounce® is the Skandalaris Center’s flagship program and the gateway to many other opportunities. Anyone in the world can post his or her idea on the IdeaBounce® website and creators, investors, business people, service providers, customers, mentors, and others can begin to connect. The site is open to the public, with the goal of creating a learning environment where people will collaborate and share ideas openly.

We recommend you post your idea to the site as soon as possible if you are considering the competition, to start to get connected to the resources you need. Submitting an idea on the site is required to enter the competition. The website for the 2015 competition is www.ideabounce.com/yseic15. Once the founder submits the idea and the Skandalaris Center approves it, the idea is publicly viewable on www.ideabounce.com/yseic15, and any other sites the bouncer “tagged” when posting the idea. Team Founders must decide what information to include and exclude confidential information. The purpose of submitting the idea is to convey the general concept and capture the attention of people who will want to help. Our goal is to create a collaborative learning environment where people can connect and help each other. Ideas are publicly viewable on the site.
Pitching the Idea and Building a Team

In addition to virtual connections on the website, people meet and begin to help advance ideas at Skandalaris events throughout the year, including the Skandalaris Skills Series and IdeaBounce® events.

Skandalaris Skills sessions are free 90-minute sessions on topics designed to encourage ideas and help entrepreneurs develop their skills and advance their ideas. Dates and topics for 2014-15 are:

September 18: Entrepreneurship Reality Check – “Let’s Get Started!”
October 3: Ideation, “How to form your new venture idea”
November 7: Validation, “How to assess the viability of your new venture”
December 5: Strategies: “How to sustain and scale your new venture”
February 6: Funding: “How to get your new venture off the ground”
March 6: Putting it all together: Financial projections
April 3: Putting it all together: The narrative

Each skill session (except December’s) will be followed by an IdeaBounce® event, then a reception. About a week after the session, a video of the presentation and a copy of the PowerPoint will be available on the Skandalaris Center’s YouTube channel. All events are free to attend, and you may choose to attend any or all of the Skills Series, the IdeaBounce®, or both.

At the IdeaBounce®, bouncers will have 2 minutes to pitch their ideas to the audience and a panel of judges, who will evaluate the ideas based on the bouncer’s clarity, passion, and request for help. Five winners will receive $100 each plus an invitation to lunch the following week with the judges. The reception is an opportunity for all to connect and help each other.

Check ideabounce.com for locations, and register there to receive a reminder with directions, including parking. Participation in the Skills Series and IdeaBounce® events is not required to enter the competition, though throughout the sessions you will have the opportunity to pitch your idea, receive feedback, develop your skills, and connect with others who can help you advance your idea.

Visit the Skandalaris Center website at www.sc.wustl.edu for more information about all Skandalaris programs, including the Skandalaris Summer Internship program, which provides a University-subsidized Washington University student intern for ten weeks to approved social and commercial start-up ventures.
Submitting Deliverables

The Idea – by January 5

The first requirement is posting your idea to the IdeaBounce® website, to ensure you get in the pipeline to receive additional information and updates. On Saturdays in January, the Skandalaris Center will host optional (but highly recommended) workshops led by Chris Miller and Alice Layton of The Mission Center LC3 (http://www.missioncenterl3c.com/) to help you develop your executive summary to submit as the next step in the competition. It is our goal to provide training and prepare teams and deliverables before any presentation is made to the judges or funders.

The Executive Summary – by January 26

The first deliverable is the Executive Summary, due by noon, January 5, by email to seic@wustl.edu. This is the absolute deadline to enter the competition. The REQUIRED format for this submission is included in the appendix, and a Word version will be downloadable on ideabounce.com/yseic15. Please use a recognizable font and reasonable font size. We recommend Calibri (11 point), Cambria (11 point), or Times New Roman (12 point), and submit a PDF version of the executive summary. This will be distributed to the donors for their review as they select the semi-finalists who will continue in the competition to the next deliverable: the Elevator Pitch.

The Elevator Pitch – on February 12

The Elevator Pitch Competition is scheduled for the afternoon of Thursday, February 12. More than one person may deliver the pitch, but the more you “hand off” the more quickly you will use your allotted two minutes. Handing off during the pitch can be awkward unless it’s very well-rehearsed. We recommend business casual attire at a minimum.

Pitches are timed and cut off at two minutes by a Skandalaris Center staff member. Teams may be flexible regarding how to use the two-minute allotment, including slides, product demo, etc. – whatever you think would best convince the judges that you should be selected as a finalist. After the pitch, the judges will then have five minutes to ask questions of the team. Additional team members may come to the front of the room to be available to answer questions. After the pitches, the judges immediately select the winners of the Elevator Pitch Competition, who are the competition finalists.

At an event later that evening, the semi-finalists will give their elevator pitches again, and audience members have their own opportunity to pick the winners. At this public event pitches will be limited to 90 seconds and there will be no Q&A, in order to condense the event and increase the time available for connecting at the reception following. After all the pitches, we will announce the finalists (typically 6 – 8) based on the judges’ evaluations of the Elevator Pitch Competition only.
At this public event, audience members may also select their top team, and the team with the most votes will receive $1,000, even if the judges did not select that team as a finalist. After the event, audience members’ evaluations will be tabulated, and the audience member(s) who comes closest to the judges will win $250.

The Business Plan – due March 17
Teams will send their business plan to seic@wustl.edu by noon on Tuesday, March 17. This is an electronic deliverable; there is no need to print the document. Instructions on formatting will be provided to the teams after the selection of finalists. Technical factors such as the writing and attention to detail are important. Appendices may be included, but are not required, and might include team members’ resumes, a list of board members, a list of major donors, and an explanation of the organization’s tax-exempt status. Appendices are included in the page count.

Final Presentations – on April 2
At Final Presentations, teams will present a 10-minute PowerPoint and then have up to 10 minutes for Q&A from the judges. Judges will receive a black and white “handout” copy of the team’s PowerPoint presentation, and during the presentation teams may use presenter notes and timing tools available with PowerPoint 2007. A wireless remote control will be provided. Attire is business casual to business.

Anyone on the team may answer a judge’s question, though it’s best for anyone who may potentially answer a question to come to the front of the room during this period, rather than answering from a seat in the audience. Total time allowed for the presentation will not exceed 20 minutes. If the team, for example, finishes its PowerPoint in 9 minutes, the team may have up to 11 minutes for the Q&A. Neither period may exceed 10 minutes. Both segments are timed and cut off by a Skandalaris Center staff member, who also holds up a sign in the back of the room to provide a two-minute warning during the presentation and Q&A. Teams use the final presentation to articulate their business plan and business model, delivering a compelling case for their creative solution, their supportive team, and their impact.

Awards
In 2015 we expect to award a total of at least $180,000, including a cash award to the student(s) on the best team that is founded or supported by students. Awards may be in cash or in kind with services provided by sponsors. Specific awards include:

- YouthBridge® Award: up to $35,000 to fund a venture serving youth (www.youthbridge.org)
- Lutheran Foundation of St. Louis Award: up to $25,000 to fund an organization promoting a healthier community (www.lutheranfoundation.org)
• Daughters of Charity Foundation of St. Louis Award: up to $30,000 to fund an organization serving the poor and vulnerable (www.daughtersofcharityfdn.org)
• Regional Arts Commission Award: up to $30,000 to one or more nonprofit organizations that produce or present art for entrepreneurial projects that address creative community building (www.art-stl.com)
• Brentmoor Digital Divide Award: up to $30,000 to fund an organization whose primary mission is to stimulate interest by youth in technology
• Skandalaris Award: up to $25,000 to fund a venture with an innovative solution to effect social change

It is possible for a venture to win more than one award, if its presentation is compelling and its mission overlaps those of multiple donors, but that is not the goal or an intended result. Awards are typically made directly from the award grantor to the recipient, and funders may require completion of a grant agreement prior to issuing the check, and consequent reporting.

Awards will be announced on April 9, including a keynote presentation, poster board session, and cocktail reception. The teams will receive a template for their poster boards, and submit the poster board to be printed by the Skandalaris Center. At the reception teams will have the opportunity to staff their poster board and talk to guests about their idea and venture. The team may take the poster at the event conclusion.

Confidentiality and Collaboration
The goal of the YouthBridge® SEIC is to help social entrepreneurs develop and fund sustainable ventures that impact a social issue. All participants involved in reviewing the executive summaries, sustainability plans, and presentations treat the information as confidential and do not disclose information related to the ventures outside of the competition. However, maintaining a collaborative learning environment where ideas can be discussed openly is crucial to the process. Each team founder is responsible for deciding what information should or should not be included.
Frequently Asked Questions

AM I ELIGIBLE TO COMPETE?
All are eligible to enter; the more relevant question might be eligibility to receive the awards. Funding for the awards come from six sources, and each has its own mission, as described on the previous page. At the conclusion of all deliverables, the donors meet and determine which among the highest-performing teams will receive which awards, so the selection is based both upon team scores and mission alignment with the donor. In addition, half of the awards (from The Daughters of Charity Foundation of St. Louis, The Lutheran Foundation of St. Louis, and the YouthBridge® Community Foundation) may only be made to 501(c)(3) organizations. Awards from The Regional Arts Commission, The Brentmoor Foundation, and the Skandalaris Center do not carry that stipulation. While all funders enter the competition intending to make an award, the donors will only do so if a high-performing team in the competition is aligned with their own mission.

IS THE YOUTHBRIDGE® SEIC RIGHT FOR MY ORGANIZATION?
Past winning teams have demonstrated not only that they understand the problem they hope to address, but that they have an innovative approach to addressing it. They are not simply looking for a new funder for an existing program, but their own strategy links them to the competition. Winning teams develop an idea into a plan and a vision that will have measurable impact. Skandalaris programs may help team discover an idea that fits their passion and strategy for growth and funding.

HOW DO I ENTER THE COMPETITION?
The process has two steps: post the idea on www.ideabounce.com/yseic15 and submit an executive summary to seic@wustl.edu. The Skandalaris Center will contact semi-finalist teams for additional information, including team rosters, when required.

WHY DO I HAVE TO POST MY IDEA?
Posting on the IdeaBounce® website ensures the following:
• eligibility to bounce the idea at any Skandalaris IdeaBounce® event, with the potential to win $100 and a follow-up lunch with judges
• entry into the pipeline to receive additional information about next steps in the competition

WHAT IS THE DEADLINE TO ENTER?
The deadline is the first deliverable due date of January 26. After that date, the 2015 YouthBridge® SEIC is closed to new competitors.

HOW CAN I JOIN A TEAM IF I DO NOT HAVE AN IDEA OF MY OWN?
Browse the ideas posted at www.ideabounce.com/yseic15. Contact information is included on the website, or the Skandalaris Center sponsors numerous events throughout the year that are an excellent opportunity to meet students, members of the community, social entrepreneurs, and others who are interested in either joining an existing team or recruiting team members.

Washington University in St. Louis, Skandalaris Center for Entrepreneurial Studies,
One Brookings Drive, Campus Box 1133, Saint Louis, MO 63130-4899,
314.935.9134, 314.935.4700 (fax), www.sc.wustl.edu, seic@wustl.edu
HOW CAN I GET FEEDBACK BEFORE I SUBMIT MY EXECUTIVE SUMMARY?
Attend the workshops scheduled for January 10, 17, and 24. Be sure to post your idea to ideabounce.com/ysec15 to stay informed about topics and locations.

HOW DO I FIND A MENTOR?
Again, networking events, seminars, and other Skandalaris Center events are excellent opportunities to meet potential mentors or advisors.

HOW MUCH DOES IT COST TO APPLY?
Entry to the YouthBridge® SEIC and to all Skandalaris events is free.

WHAT ARE THE BENEFITS IF WE DO NOT WIN?
The YouthBridge® SEIC provides an excellent opportunity for innovators and entrepreneurs to develop and refine their ideas. At a minimum, teams who complete the competition will have assessed the opportunity, had several opportunities to deliver an elevator pitch, formed a team, produced a business plan, and received feedback from experts. As one past competitor commented, the experience helps them answer the question on every grant application – How are you going to sustain your program after our funding runs out? Funders and investors subsequent to the YouthBridge® SEIC are impressed with the teams’ business plan and knowledge and more likely to listen. All finalists will have the opportunity to present their ideas so a team that doesn’t win the competition may secure funding from another source. Even in the course of the competition, teams may receive funding from another source. Some past teams have received funding after the Elevator Pitch Competition, even before submitting their sustainability plans.
About the Skandalaris Center for Interdisciplinary Innovation and Entrepreneurship (www.sc.wustl.edu)

The Skandalaris Center is a campus-wide initiative reporting to Provost Holden Thorp. The Skandalaris Center’s mission is to provide entrepreneurial training and to raise awareness of entrepreneurial resources to advance ideas and start ventures. The Center collaborates to build a campus-wide culture of entrepreneurship and innovation and catalyzes connections between Washington University’s seven schools. In October 2014 the Center’s name changed from the Skandalaris Center for Entrepreneurial Studies to the Skandalaris Center for Interdisciplinary Innovation and Entrepreneurship to reflect this reinvigorated mission.

The Skandalaris Center was founded in 2003 with generous support from Mr. and Mrs. Robert J. Skandalaris and from the Ewing Marion Kauffman Foundation as one of eight initial Kauffman Campuses. Since its establishment, the Center funded and coordinated a rich set of entrepreneurship courses and programs that span across all schools, degrees, and disciplines. These opportunities create valuable experiences that support student interest.

The University’s seven schools lead curriculum by creating student-interest learning tracks in their discipline area. WUSTL offers more than 80 entrepreneurship courses at both the undergraduate and graduate level. Undergraduate students may earn a major or minor in commercial entrepreneurship through the Olin Business School. Additionally, the Skandalaris Center issues a Certificate of Accomplishment in Entrepreneurship to undergraduate students and a Declaration of Accomplishment in Entrepreneurship to graduate and professional students who exhibit entrepreneurial competence by completing a mix of academic and co-curricular options. The Hatchery, the capstone entrepreneurial experience, teams students from diverse schools, disciplines, and degree programs together in working groups to create a business plan for a new commercial or social venture.

Skandalaris Center co-curricular programming provides practical training that complements the academic coursework in entrepreneurship. While students may typically take coursework within their school, participation in Skandalaris programming enables them to connect with students outside their discipline whose complementary skills and knowledge are vital for new venture formation.

In 2008, a generous gift from Mr. and Mrs. Robert J. Skandalaris launched the Skandalaris Center Internship Program for undergraduate students in all schools at the University. The internship is ten weeks long and the cost to a first-time sponsoring organization is $1,000. Both commercial and social ventures are eligible. Students contribute significantly to host organizations, with CEOs commenting that their Skandalaris interns were pivotal in moving their organizations forward. Several organizations have offered students extended internships and full-time employment. The internship program is another vital component to the student entrepreneurial experience, which also provides an opportunity for students from all undergraduate schools to work together over the course of the summer.
About YouthBridge® Community Foundation (www.youthbridge.org)
YouthBridge® Community Foundation is a 501(c)(3) nonprofit that exists to help St. Louis area charities, especially those focused on children and youth, become stronger and more sustainable, to help donors maximize their social impact and to help professional advisors administer their clients’ charitable funds.

We are the bridge connecting:
• Donors to the nonprofits they choose to support
• Nonprofits to the resources they need to fulfill their missions
• Professional advisors to the charitable fund opportunities for their clients, and the expertise needed to administer them

For nonprofits we provide outreach programs such as free social enterprise education, endowment-building and planned-giving consulting services, seed money grants and networking opportunities – all designed to empower nonprofits to reach financial sustainability – so they can serve those in need, through good times and bad.

YouthBridge® philanthropy advisors work with individual donors and their family advisors to create custom giving strategies that provide maximum tax advantages while benefiting their charities of choice. YouthBridge has an affinity for serving children and youth, but we follow the wishes and intent of donors for the recipient of all gifts.

We Serve
• Donors who want an impactful and transformational charitable giving experience
• Nonprofits, especially children’s charities, which seek capacity building social investments
• Professional Advisors who wish to assist their clients with charitable gift planning

We Believe
• Social investments should be leveraged to maximize their impact and effectiveness
• Capital strength is a key to non-profit sustainability
• All children should be given every opportunity to develop and grow into healthy, caring and productive adults

We Offer
• The peace of mind of partnering with an organization that has demonstrated good financial stewardship for 136 years
• Choices for your gifts - we follow your wishes
• Flexibility when compared to a private foundation
• Increased leverage and return on your social investment
• Financial management choices
• A unique way to make a real difference in the lives of children and youth