WEBINAR LOGISTICS

• A copy of all the handouts I refer to during this webinar including the slides as well as a recording of this webinar can be found at [www.sbtdc.org/social-entrepreneurship](http://www.sbtdc.org/social-entrepreneurship)

• If you have questions submit them online at any time in the chat section on the tool bar. All attendees will be on mute to cut down on background noise.

• I will answer questions during the middle of this webinar and at the end.

• If the tool bar is blocking your view of the slides you can minimize it by clicking on the orange arrow button.
SBTDC MISSION

• Support the growth and development of North Carolina’s economy by:
  • encouraging entrepreneurship
  • assisting in the creation and expansion of small to medium-sized enterprises
  • facilitating technology development and commercialization
  • supporting economic development organizations
SBTDC STATEWIDE OFFICES

State Administrative Office in Raleigh
Regional Service Centers in:
Asheville, Boone, Chapel Hill, Charlotte, Cullowhee,
Durham, Elizabeth City, Fayetteville, Greensboro, Greenville,
Hickory, Pembroke, Raleigh, Wilmington, Winston-Salem
The body of the business plan must not exceed 3 pages with appendices/financials adding up to 2 additional pages.

Answer ALL of the questions in each of the 4 sections outlined below.

I. Business Overview
II. The Market
III. Financial Analysis
IV. Social/Environmental Impact Analysis
I. BUSINESS OVERVIEW

• Describe your idea and business model
  • What problem are you solving?
  • What are the benefits to your community?
  • How are you solving that problem? Staff needed and role?
  • Does it make financial sense for all involved?
  • Vision: where do you see this going?

• Write this section last.
II. THE MARKET

- Customer identification: demographic / psychographic profile
- Market size and future outlook
- Why does the need exist?
- The industry and competitive advantage
  - Who else is doing this in your target market?
  - What makes you unique?
  - Future outlook?
III. FINANCIAL ANALYSIS

• Funding sources?
• How much have you raised thus far?
• How much is needed to reach sustainability?
• When do you reach breakeven?
• How will your organization be sustained over time financially?
• Itemize startup costs. (attachment to plan)
• Budget with detailed projections through Year 3. (attachment to plan)
## FINANCIAL PROJECTIONS

At a minimum provide the following information.

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td></td>
<td></td>
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<tr>
<td>Expenses</td>
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<tr>
<td>Profit/(Loss)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assets acquired</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Funding needed</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

This information can be inserted in your 3 page business plan.  
[www.sbtdc.org/social-entrepreneurship](http://www.sbtdc.org/social-entrepreneurship)
IV. SOCIAL / ENVIRONMENTAL IMPACT ANALYSIS

- What is the social impact of your business?
- How many people will you impact?
Questions

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Your business plan explains:
- what you are doing
- how you are going to deliver your product/service
- revenues and costs
- the magnitude of the impact your concept will have on society.

The judging rubric rates:
- the feasibility of your concept
- the need
- the likelihood your idea will become reality
- impact on society over time
- ability to get your message across to others.
Four Areas of Grading:

1) Market Analysis and Sustainability (35%)
2) Social Impact Potential (30%)
3) Likelihood of Success (10%)
4) Presentation (25%)
1. MARKET ANALYSIS AND SUSTAINABILITY

- Market & Competition (15%)
  - Soundness of research – clearly defined social need
  - Competitive advantage – unique concept
  - Quantified market size – quantity/quality
- Financial Sustainability (10%)
  - Model is financially feasible, sustainable and value is created
  - Model is attractive to investors and donors
- Creativity of Solution (10%)
  - Demonstrates a creative, appealing, and entrepreneurial solution to the identified challenge
2. SOCIAL IMPACT POTENTIAL

• Social Value Proposition (20%)
  • A clear social value proposition that directly addresses the problem
  • Relates closely to community need
  • Increases social value beyond current situation and/or next best option

• Quantified Social Impact (10%)
  • Reasonable assumptions and projections with measureable data
  • Operational metrics relating to desired social outcomes
3. LIKELIHOOD OF SUCCESS

- Implementation (10%)
  - Clearly defined vision and growth objectives
  - Roadmap for implementation and strategy
4. PRESENTATION

- Formal presentation (20%)
  - Quality of presentation
  - Adherence to time limits
  - Good use of props
- Q&A (15%)
  - Satisfactorily answers judges questions
• Don’t stop refining your concept after you turn in your business plan.
• The judges have read your business plan. Focus on “selling” your concept. You only have 4 minutes to convince the judges you have the best concept.
• If two people are presenting make sure the transition is smooth and makes sense.
• Reading your presentation is not impressive.
• Use a display board to support your presentation.
• Practice the presentation and Q&A discussion.

PRACTICE, PRACTICE, PRACTICE, PRACTICE, PRACTICE, PRACTICE
• Do not wait until the last minute. Many have tried. All have failed.
• Use the SBTDC and university resources early in the process.
• Do the research. Do not rely on the internet for all your data. Talk to people.
• Engage the community. Add advisors from the community to your team.
• Practice your presentation in front of an “audience”. Then practice again.

Think VALUE and SUSTAINABILITY
Questions

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