

IDEAS THAT
CAN CHANGE
THE WORLD WE
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globalsocialventure
COMPETITION

What is GSVC?

- Premier global competition with a mission to promote entrepreneurial businesses that satisfy two criteria:
 - Recognizable and measurable social impact/ benefits
 - Financially sustainable, in the sense that they are profitable and self-supporting through revenue generation

PARTNERS

Hass School of Business, USA

Columbia Business School, USA

London Business School, UK

Indian School of Business, India

Thammasat Business School, Thailand

ESSEC Business School, France

OUTREACH PARTNERS

University of Geneva, Switzerland

ALTIS Postgraduate School, Milan

Social Venture Competition Korea

Yale School of Management

Guanghua School of Management, China

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Applying for GSVC ASIA 2010

- Entries from Bangladesh, Hong Kong, India, Japan, Myanmar, Pakistan, Sri Lanka, UAE, Taiwan and African countries may **e-mail the executive summary to gsvc@isb.edu, by November 30, 2009 for registering**
- Entries from Mainland China are to be sent to Guanghua School of Management, Peking University
- Entries from other Asian countries are to be sent to Thammasat University, Bangkok

- While an executive summary is not required for entry into the competition (a business plan is!), submission of executive summary allows us to provide mentoring support
- If you do not require mentoring support, you may submit your full plan directly by **January 15, 2010**

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GSVC – Eligibility

- Your team should have **at least one member pursuing an MBA programme** or an alumni who has graduated within the last 2 years (i.e. graduated not before 2008)
- The business should not be more than three years old
- Team size may be between three and five

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GSVC – Timelines

- November 30, 2009 Registration, Executive summary due to ISB
- January 15, 2010 Business Plans due to ISB
- January 24, 2010 Initial Judging round at ISB
- February 25, 2010 Short-listed teams submit revised plans to ISB)
- March 5-7, 2010 Asia Regional final round at ISB
- April 22-24, 2010 Global Finals at Haas, Berkeley

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Executive Summary format

All communications to ISB at gsvc@isb.edu till March 25, 2010

- Executive summaries to be send to gsvc@isb.edu
- Use Times New Roman 12 pt font, page margins 1"
- Not to exceed 5 pages (excluding cover)
- Name your file as project name, team leader and school
(*eg: pathfinder_sarma_ISB*) and not as *gsvc submission*

Every executive summary must have a Cover Page with:

- Contact details of all team members
- Business school from where MBA student/alumni is from

1. The Social Business Context

The idea and why its required
Who will benefit and how

2. The Opportunity

Customer pain points
Criticality of the need

3. Your Solution

Product/ service
Benefit/ Value, Uniqueness
Any copyright / IP protection

4. Market Size Estimation

Target segments, market size
What each segment looks for
What they will pay for the solution
Any test customers/ feedback

5. Competitive Positioning

Similar products/ services
Their advantages/ disadvantages
How does your offering compare

6. Market Strategies

Market entry barriers
Entry strategies
Alliances and partnerships

7. Roll out Plan

Resources required – technology,
people, production, promotion etc.
Implementation schedule, Mile stones

8. The Team

The team, Fit with the project
Profile of the management team
Long term goal

9. Investment Details

Project Cost

Source of Funds

(show if phased investment is planned)

10. Profitability Projections

Estimated income, profit

Break even level, IRR, Sensitivity analysis

How will you/investors realize returns

11. Social Value Proposition

How will the activities of your venture lead to ultimate social outcome

Assess inputs, activities, outputs, outcomes and goal attainment

12. Tracking the social value

Specify top three social output indicators that you can measure to ascertain whether your venture is on track in meeting its social benefit objectives

13. Monetize intended social value

Social Return on Investment

Establish metrics to evaluate impact

If outcome is purely qualitative, discuss what it is and how you will know it is happening

14. Social Return on Investment

Define outputs (directly attributable)

Translate output into monetary value

Develop social cash flow

15. Risk Evaluation

Risks perceived

Risk mitigation strategies

16. Preparedness for launch

What has been done?

What needs to be done?

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Competing in GSVC - *tips*

- In the case of GSVC, it is important that
 - The project creates immense social benefits
 - There is a logical model for measuring social impact
- Team must be an integral part of implementation
 - Members should have a good fit with the project idea
- Do not write a concept paper. The plan should address:
 - There is a problem
 - This is the solution I or We have
 - This is how I or We will make it happen
 - These are the benefits
- *Dreams are fine, but outline how you will put them into action*

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Contact Information

- GSVC rules, guidelines, details of competition, and announcements

www.gsvc.org

- Submission of executive summaries for entries from Asia – by Nov 30, 2009 and full plans by January 15, 2010

gsvc@isb.edu

- All other details of the GSVC-Asia

www.isb.edu/gsvc; e-mail gsvc@isb.edu