



## Round 1: Questions SOCIAL ENTERPRISE

**Note to entrants:** Provide statistics and/or findings from research you've conducted (e.g., surveys, interviews, internet searches, etc.) whenever possible in your answers to support your assertions and achieve maximum points.

**1. What is your social enterprise concept? (20 words or less)**

One or two summary sentences describing your product or service.

**2. What specific social challenge does your concept address?**

Describe the problem, why it is a problem, and what impact(s) the problem has on the population/community you aim to serve.

**3. What is your solution?**

Describe in detail how your product or service works and how it solves the problem.

**While prototypes are not mandatory, they can help the judges to better visualize your concept. You may attach up to 3 images (sketches, diagrams, or prototype photos) along with your entry.**

**4. Who/what will benefit from your solution?**

Describe who/what will benefit, using specific demographic/geographic details. Estimate how many people/communities will benefit and how they will benefit.

**5. Who are your competitors?**

What other organizations are already working on this social challenge and/or serving your target population/community?

**6. What makes your solution unique?**

Explain why your solution is better than the others; targets a community or population that is otherwise underserved or neglected; and/or has some other characteristics that give it a competitive edge.

**7. What assets, resources, and/or skills do you need to bring this product or service to life?**

Include resources within your team or externally such as specific expertise, relationships with suppliers or manufacturers, licenses/permits, essential partners, etc.

**8. What obstacles might make it hard to bring your concept to life?**

Describe any specifics (i.e., money, staff capacity, market acceptance/willingness, etc.) that must be addressed for your venture to grow and be successful. How will you overcome them?

**9. Financial feasibility**

**a) How do you plan to financially sustain and/or generate revenue for this venture?**

Describe your sources of income (e.g., grants, donations, paid subscriptions, sales revenue, etc.). Do not list actual numbers.

**b) What are your anticipated major costs (both one-time and continuous) for providing this product or service?**

Do not list actual numbers; instead, describe the kinds of costs you anticipate. Provide as much detail as possible.