

Appalachian IDEAS Network

3rd Annual Social Venture Showcase

April 13th & 14th, 2007
Lexington, KY

Friday: Social Networking Dinner
@ Keeneland Race Course

Saturday: Entrepreneurial Showcase

A **unique** two-day **event** to encourage and
support central Appalachia's **innovative**
collegiate **social** entrepreneurs

For more information, contact:
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What is Social Entrepreneurship?

"Social entrepreneurs identify resources where people only see problems. They view the villagers as the solution, not the passive beneficiary. They begin with the assumption of competence and unleash resources in the communities they're serving."

David Bornstein, author of *How to Change the World: Social Entrepreneurs and the Power of New Ideas*

"Social entrepreneurs are not content just to give a fish or teach how to fish. They will not rest until they have revolutionized the fishing industry."

Bill Drayton, CEO, chair and founder of Ashoka

A social entrepreneur identifies and solves social problems on a large scale. Just as business entrepreneurs create and transform whole industries, social entrepreneurs act as the change agents for society, seizing opportunities others miss in order to improve systems, invent and disseminate new approaches and advance sustainable solutions that create social value.

Unlike traditional business entrepreneurs, social entrepreneurs primarily seek to generate "social value" rather than profits. And unlike the majority of non-profit organizations, their work is targeted not only towards immediate, small-scale effects, but sweeping, long-term change.

The job of a social entrepreneur is to recognize when a part of society is stuck and to provide new ways to get it unstuck. He or she finds what is not working and solves the problem by changing the system, spreading the solution and persuading entire societies to take new leaps.

Identifying and solving large-scale social problems requires a committed person with a vision and determination to persist in the face of daunting odds. Ultimately, social entrepreneurs are driven to produce measurable impact by opening up new pathways for the marginalized and disadvantaged, and unlocking society's full potential to effect social change.

The past two decades have seen an explosion of entrepreneurship and a healthy competition in the social sector, which has discovered what the business sector learned from the railroad, the stock market and the digital revolution: Nothing is as powerful as a big new idea if it is in the hands of a first class entrepreneur.

This revolution is fundamentally changing the way society organizes itself and the way we approach social problems.

The stories featured in The New Heroes showcase the work of social entrepreneurs whose innovations are bringing electricity, water, medicine and other life-changing tools and resources to people in the developing world. Each story illustrates the results possible when an innovative idea is coupled with a strategy for action and an entrepreneur's indomitable will.



The University of Kentucky Appalachian Center invites teams of students from colleges and universities in the Appalachian region to participate in the Third Annual Appalachian IDEAS Network (AIN) Showcase on April 13 & 14, 2007, in Lexington, KY. In the Showcase, student teams present an original, innovative social venture concept that addresses regional issues and compete for awards totaling \$5,000 to help advance their venture beyond the concept stage.

This packet includes everything you need to know to compete in the AIN Showcase. If you have any questions about eligibility, judging, audience, etc., please contact Audra Cryder at audra.cryder@uky.edu or (859) 257-8265.

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What is the Appalachian IDEAS Network?

The Appalachian IDEAS Network is a regional, multi-university, social-entrepreneurial education initiative led by the University of Kentucky. The initiative is designed to equip Appalachian students with knowledge, skills, and resources to develop entrepreneurial ventures that address challenges within their local communities.

Background

The IDEAS acronym stands for Innovation, Development, Enterprise, Action, and Service. The program is modeled after the successful program at MIT. Other similar competitions now take place all over the world.

The Appalachian IDEAS Network began with the support of the Appalachian Regional Commission, the National Collegiate Inventors and Innovators Alliance, and other local organizations. The first regional showcase was hosted in April 2005 in Lexington, Ky.

Goals of Contest

- 1) Educate students about the entrepreneurial process through the experience of pitching their venture concept and receiving feedback,
- 2) Provide visibility and grant support for student ventures with the potential to impact communities in Appalachia, and
- 3) Foster a regional network of students, educators, and community leaders working to address issues in Appalachia.

Structure of the Competition

At participating schools, teams of students, under the guidance of faculty mentors, partner with local organizations and develop an innovative, feasible social venture concept to address a local community issue.

Register

Teams must officially register by 4:00 p.m. on

Friday, March 30, 2007, by submitting the following information via email to audra.cryder@uky.edu

- Faculty Advisor (principal contact)
- Advisor's Title/Position
- Department and School
- Address of School:
- Advisor's Email:
- Advisor's Phone Number:
- Team Name:
- Brief Description of Idea (200 words max):
- Team Members' Name, Major, Class Standing, and Hometown

Networking Event

On Friday, April 13, 2007, all AIN participants will meet at Keeneland Race Course for a social gathering. Tickets this event will be sent out after registration. Afterward, all participants will have dinner together. It will be a great opportunity to network with others who care about improving the quality of life in Appalachia.

Showcase

On Saturday, December 14, 2007, students present their social venture concept in front of a panel of judges and compete for grant awards to implement the concept. The Showcase will also feature presentations from successful entrepreneurs, giving participants a chance to ask questions and make new contacts.

Awards

Following the team presentations, the judges' scores will be tallied and 1st, 2nd, and 3rd place prizes will be awarded. They are in the amounts that follow:

1st Place \$2,500
2nd Place \$1,500
3rd Place \$1,000

Awards are designed to further the work of the venture proposed. Funds will be awarded to the team's college or university for use by the team with guidance from the faculty advisor.

Student teams may accept a \$100 per team member maximum (maximum \$500 per team) of the total award as prize money in recognition of their achievement. The remainder of the funds should be used to support the venture.

Follow-up

Award recipients are asked to submit a brief report in November 2007, six months after the grant, detailing the current state of the venture, how the funds were used, and what impact resulted from the grant.

Eligibility

To ensure compliance to the mission of the competition, the following rules apply:

Individual Participant Qualifications:

The showcase is open to all full- and part-time students enrolled during the Spring 2007 semester at any college within the Appalachian region. Non-students, including faculty and community mentors, are encouraged to become members of the advisory team.

Team Qualifications: Presenting student teams should include at least 2 students and not exceed 5 students, unless otherwise coordinated by your home institution and faculty mentor.

Attendance:

Representatives from the teams must be present at the showcase in Lexington, KY on Saturday April 14 for the entire competition. Not all members need to attend, although attendance is encouraged.

MAKE THE CONNECTION

If you are a student looking for a team or part of a team looking for more members, visit www.appalachianideas.org and click on the link under Make the Connection. There you will find an online community of current and past participants with which to connect and share ideas.

Concept Guidelines

The showcase is for new, viable student innovations in the concept state or early development state that have been developed as part of a course or a program at the college or university in the Appalachian region. The concept presented must be the original work of the student team. The concept may be based on a novel design, prototype, business (for profit or non-profit), service project, or significant enhancement to an existing program. The team must clearly demonstrate their contribution and fulfillment of the key characteristics of innovation, feasibility, and impact.

Concept Checklist

Innovation: Is the venture an original, innovative solution or significant improvement to solving the problem?

Feasibility: Is the venture feasible and sustainable given the innovation, business model proposed, need, and the student team and community partners? Will the team make initial progress if given an award?

Impact: Does this venture meet a clear, compelling need within Appalachian communities? If implemented, how much of a difference will the venture make?

Limit on concepts:

Teams may present only one (1) concept.

Examples of Concepts from Past Competitions

East Tennessee State University's Blue Plum Digital Animation Festival (www.blueplum.org/bpaf/index.html) organized a digital animation festival, to add digital media to Appalachia's rich artistic heritage and provide students with project leadership experience. The competition attracted nearly 20 film submissions from around the country.

Eastern Kentucky University's Berea Cultural Heritage Tourism team created a consulting group to plan and improve

Berea's tourism marketing. They helped earn an additional \$10,000 grant to implement their ideas.

Marshall University's Arachnovation (www.arachnovation.com) developed a portable easel accessible to people with disabilities. The award enabled the students to visit with leading easel manufacturers and refine their concept for market.

Presentation Guidelines

The maximum 15-minute presentation summarizes and presents your team's concept for an innovative, feasible, and effective social venture in a concise and compelling manner. This is not a research report. Think of it as your sales pitch on how to change the world!

Teams may aid their presentation with PowerPoint, demos, prototypes, etc. The PowerPoint should be no more than 10 slides long. The judges will rely solely on the oral presentation when determining scores, so the oral content must provide a complete explanation of the concept.

Teams will have 2-3 minutes to set up when their turn arrives and 15 minutes to deliver their presentation. A common strategy is for one member of the team to give the bulk of the presentation while other members provide support in areas of their respective expertise.

A laptop (PC-formatted) and audio visual equipment will be provided for you to use during the presentation. All teams will submit a copy of their presentation on a CD or USB drive on the morning of the showcase.

Only student members of the teams are allowed to present. No more than 3 team members should actually present the plan during the competition.

For more information on how to create a successful presentation, see the document

labeled Creating a Successful AIN Showcase Presentation.

Judging Criteria

Concept (20 Points)

- a. Innovation: originality of concept/ uniqueness of plan in addressing an unmet need
- b. Clear articulation of vision/mission: features and benefits

Feasibility (25 Points)

- a. Financial Sustainability plan – well-planned budget, funding model with identified sources of income, evidence of ability to survive financially
- b. Implementation plan – strategy, operations plan, timeline are clearly articulated
- c. Management team – existing support network/community partners who would assist in carrying the venture forward, team's commitment and ability to implement venture
- d. Market analysis – demonstrated understanding of competition, customers, challenges, sales/promotion strategy; data presented places the venture appropriately in the marketplace
- e. Scalability / growth potential

Impact (25 Points)

- a. Community connection – how do you know this venture will provide a service to community?
- b. Potential of venture to create social change – implications of the venture for social change are clearly articulated and realistic
- c. Value created in social/environmental and financial terms

Presentation (10 points)

- a. Presentation logically follows guidelines
- b. Passionate, confident, practiced pitch
- c. Overall impression

Feedback from the judges will include:

- a. The greatest strength of the team/plan

- b. The limiting weakness of the team/plan
 - c. Three things the team should do immediately to further their venture
 - d. Suggestions for people / organizations this team should contact
-

Travel:

Each team is responsible for making their own travel reservations and paying for their hotel accommodations. Minor travel support may be available upon request.

Still have questions?

For additional information, please contact Audra Cryder at audra.cryder@uky.edu or 859 257- 8265. Or, visit the program website at www.appalachianideas.org to read more about past projects, obtain the enrollment guidelines, and connect with other participating students.

Resources for Students

- Past Projects from MIT's IDEAS competition: <http://web.mit.edu/ideas/www/pastprojects.htm>
- Written plans from Yale's National Non-profit Venture Competition: http://www.ventures.yale.edu/competition_winning_business_plans.asp
- Projects under the National EPICS program, which encourages innovation and community service: http://epicsnational.ecn.purdue.edu/public/teams/teams_nationwide.php
- Past examples from the Global Social Venture Competition: <http://socialvc.net/index.cfm?fuseaction=Page.viewPage&pageId=164&parentID=80&grandparentID=10&nodeID=1>
- Forbes article w/ excerpts from "the Art of Pitching" : <http://www.forbes.com/ceonetwork/2004/09/10/0910gkbook.html>
- a few short reminders about pitching from a VC blog: http://www.nwventurevoice.com/archives/2004/09/vc_pitch_tips.html
- articles on improving your use of PowerPoint from sociablemedia.com: http://www.sociablemedia.com/articles_list.htm
- Video clips of presentations from the Moot Corp for-profit business plan competition: <http://www.mootcorp.org/plansandvideos/plansvideolist.asp>
- Open source design for the developing world: <http://www.thinkcycle.org/>

Directions

From I-64 West

1. Take the US-27/US-68 exit 113 to Paris/Lexington
2. Turn right at N Broadway - go 3.2 mi
3. Turn left at W Vine St - go 102 ft
4. Arrive at 369 W Vine St

From I-75 North

1. Take the KY-418 exit 104 to Lexington/Athens
2. Turn left at Athens Boonesboro Rd
3. Continue on Richmond Rd
4. Richmond Rd becomes E Main St
5. E Main St becomes W Main St
Bear left and head toward W Vine St
Bear left at W Vine St
6. Arrive at 369 W Vine St

DATES TO REMEMBER

Register by
4:00 p.m.

Friday March 20, 2007

Social Event at Keeneland
Friday April 13, 2007

Showcase at Radisson Plaza Hotel
Saturday April 14, 2007

