

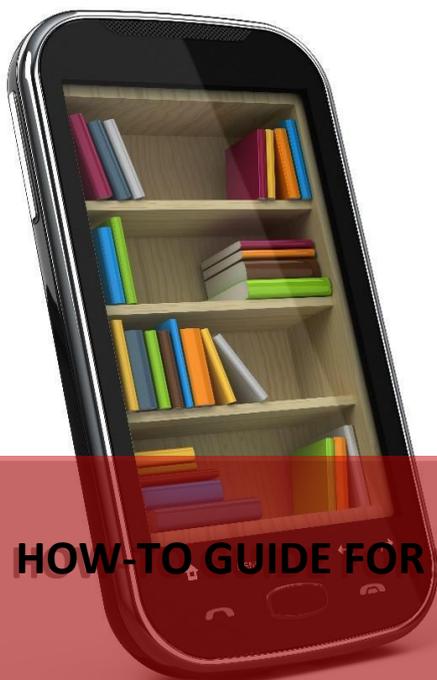


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e-Training Centre for SE



# HOW-TO GUIDE FOR SOCIAL START UP COMPETITIONS

BRIDGING TO THE FUTURE



# **BOOKLET: HOW-TO GUIDE FOR SOCIAL START UP COMPETITIONS**

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The document is aimed at providing information to participants willing to participate in the Start Up competition organised by the ETC4SE management team by giving an overview on how the Event will be organised - selection procedures, participants profile, timeline etc.

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## WELCOME

We would like to warmly welcome you to the ETC4SE Social Start Up Competition – the place where you will get the opportunity to develop your competences, learn new things and get inspired.

Contest your idea, benefit from experts and entrepreneurs and grow your network. Your solutions will be visible to businesses, governments and NGOs across Europe. Join the Competition and rise to the challenge!

The ETC4SE Social Start UP Competition Team



## WHY WE DO THIS

The ETC.4SE project (funded by the European Commission under the Erasmus+ Programme) aims to create resources and tools that will help future and existing social entrepreneurs. There is a lack of specialised training units and good practice resources referring to real projects that can aid entrepreneurs develop business projects but also solve specific challenges in their communities. This is what the project aims to address: to provide learning opportunities to encourage young long term unemployed to enter the business world, set up a business and be socially responsible.



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# OVERVIEW



## HOW IT WORKS

The ETC4SE Social Start Up Competition consists of 5 stages which aim to bring forward talented, entrepreneurially minded long-term unemployed or social entrepreneurs with less than 2 years' experience, in order to help them develop their own social enterprise and take their place in the social Start Up ecosystem.

The Stages are:

- Online Submission
- Shortlisting
- National Live Event - selection of finalists
- Preparation of finalists
- Finals in Greece

### SUBMISSION

stage  
one

Submit a short summary of your idea and describe the following:

- the problem you want to solve,
- the possible solutions and expected results.

Find the application form at:

<https://goo.gl/forms/IWSznNYoz7U17JMX2>

### SHORTLISTING

stage  
two

Applications will be reviewed by the national team's managers and invited mentors and the most promising ideas will be shortlisted to enter the National Live Event



## NATIONAL LIVE EVENT

### stage three

Applicants of the 10 (ten) best ideas – 5 from each category - will be invited to National Event where they will need to pitch in front of the Jury. The Jury will select 2 ideas – one from each category (refer to

## PREPARATION OF FINALISTS

### stage four

The two winners of the National Live Events will start their preparation for the Finals in Greece. They will be guided by professional mentors and entrepreneurs through business strategy and plan, sales, marketing and other aspects of setting up or running a social enterprise.

## FINALS IN GREECE

### stage five

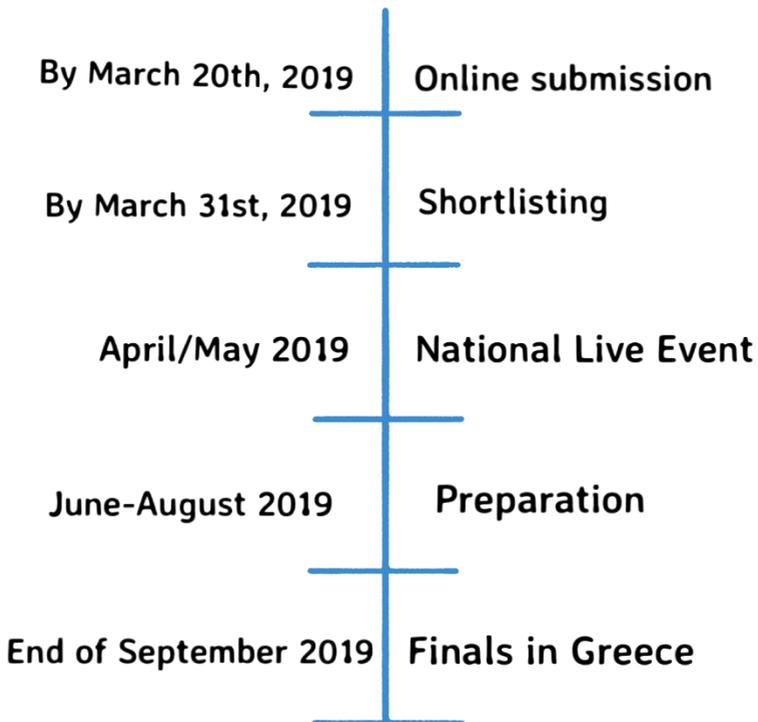
The winners of the national events will meet in Athens, Greece to pitch their business ideas on an international level.





## TIMELINE

The life time of the competition is the following





## WHO CAN PARTICIPATE

### APPLICANTS

All applicants will compete in one of two different categories.

Categories are:

- Unemployed wishing to start a social enterprise (no work experience in the past 1 year minimum).
- Existing social enterprises with less than 2 years' experience of operation.

You can apply as an individual or as a team. When applying as a team, please state your team name.

### COUNTRIES

Applicants from following countries are eligible to participate in the Social Start up Competition:

- Greece
- Netherlands
- Portugal
- United Kingdom



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# ETC4SE START UP COMPETITION



## SUBMISSION

At this stage you have to submit a summary of your business idea.

What we are looking for:



- **Relevance of the need identified** – please describe why this need is a problem. Make sure that you aim to solve social or environmental issue. List the objectives you want to deal with.
- **Solution** – describe the originality of your idea and thoughtfulness???
- **Product or a service? What is the innovation** - differentiation from existing competition, why is your idea better and stronger?
- **Team** – the ability of your team to execute the proposed idea – Do you have what it takes? Provide a short overview of your team’s experiences and know-how
- **Technology** – how do you plan to use technologies (only complete if you propose to use technologies in an innovative way? i.e. games, location based, AR/VR etc.)



## SHORTLISTING

The ETC4SE management team and invited mentors will go through the applications and evaluate them against the criteria mentioned below. The mentors will select a total of 10 submissions – 5 per each applicant’s category – and will invite the team or individuals to take part at the National Live Event.

### SHORTLISTING CRITERIA

National mentors will evaluate the summary of the idea against the following criteria. Maximum possible evaluation score is 20 points. In order to qualify and compete for the top 5 applicants have to score at least 12 points with no lower score than 3 in each category. Participants may get one extra point for use of technologies.

Criteria	Definition	Score				
		1	2	3	4	5
<b>Problem/Need</b>	What customer /challenge identified / need do you fulfil?					
<b>Solution</b>	The quality of your solution? The innovative approach?					
<b>Team</b>	Ability of the team to execute					
<b>Product/Services</b>	Advantages against competitors					
<b>Technologies* (max score is 1)</b>	Use of technologies					



## NATIONAL LIVE EVENT

As the winners of the Online application stage, you will be invited to present your idea in detail at a National Live Event Pitch day.

**FORMAT:** 5 min Pitch, 5 min Q&A Session – you can refer to the proposed questions below – please prepare accordingly in order for your pitch to not exceed the 5-minute allocated time!

**Requirements for the Pitch deck:** Font size – min 30pt

Before entering the Pitch stage, you will need to prepare your Pitch Slide Deck – you can use PPT for example.

What we will look for at this Slide Deck are answers to the following questions:

- Why – Origin/Problem
- How – How are you solving this? What is solution?
- Team – Who is in your team? Why are you the best?
- Vision – What can you become?
- Competition – what are your advantages against others?
- Use of technology? If any?





## PREPARATION OF FINALISTS

The winners of each National Live Event (1 from each applicants' category) will take part in the preparation for Final Event in Greece. You will be guided by professional mentors and entrepreneurs and will go through the 13 steps of the Bridge Model (refer to Annex 2 for more information) to develop your ideas further.

## FINALS IN ATHENS, GREECE

8 participants from Greece, The Netherlands, Portugal and The UK will take part in the Final event where they will need to present their final Pitches to Evaluation Committee.

**FORMAT: 10 min Pitch, 7 min Q&A Session**

The Final Pitch Deck should include:

1. Title - provide your name, company name
2. Problem– describe the needs you want to fulfil
3. Solution/Opportunity - how are you going to solve the problem?
4. Go-To Market Plan – who is your customer?
5. Competitive Analysis – how do you differ from the competitors
6. Management Team - who are the experts you work with?
7. Financial Projection – estimates of your financial stability, number of sales.



## EVALUATION CRITERIA SHEET

An Evaluation committee will assess your idea against the following criteria. Max available score is 35 points.

Criteria	Definition	Score				
		1	2	3	4	5
<b>Problem/Need</b>	What customer need do you fulfil?					
<b>Solution</b>	The quality of solution?					
<b>Target Market</b>	How well market is defined? What is the business space? Who are the customers/clients?					
<b>Team Mngt.</b>	Ability of the team to execute? How is it balanced? Expertise?					
<b>Competition</b>	Difference from competitors (innovation feature)					
<b>Finances</b>	Proof of the income? How solid are the financials?					



## ANNEX 1 - THE BRIDGE MODEL

The bridge model is developed to help future entrepreneurs to start their social business. It involves 13 steps which aim to optimise the processes as well as to structure them.

Each step tackles one specific area. It keeps you at one stage at the time giving you an opportunity to focus only on one area, brainstorm ideas, choose and test the best of them.

### **The 13 steps are:**

1. MY IDEA - Explain your idea to the Business Coach
2. AM I ENTREPRENEUR? – Audit of business attitudes and skills
3. HOW DO I FORM A BUSINESS – Discuss option for legal entities
4. LEGAL ASPECTS – Discuss legal aspects relating to Health & Safety, Personnel etc
5. FINANCIAL ASPECTS – Optimise business costs, discuss need for accountant
6. BUSINESS PLANNING – What are we selling, to whom, for how much
7. SALES – Who will buy our services/products, how do we sell, customer needs
8. MARKETING – What is the Brand and the message, how to reach out
9. BUSINESS MANAGEMENT – How to organise business effectively



10. LEADING – How to lead your business, process and practices
11. LOCATION – Is the business location negotiable? Is it accessible?
12. RUNNING THE BUSINESS – What is needed to operate?
13. EMPLOYING EMPLOYEES – The legal, practical and financial aspects



## ANNEX 2 – GUIDELINES FOR PARTNERS

This document is open resource, and anyone can refer to in when organising the similar event. However below you will find some guides how you can organise your own Start Up Competition. It not necessary to follow all of them but they certainly will give you a solid understanding how to start

1. Decide on a structure – how many rounds you are going to have – whether it will be online, live or blended events.
2. Think of a timeline – how long the whole competition will take time. Think of mid-terms deadlines (for online submission, pitch decks etc)
3. Describe the target group – who whom this competition.
4. Online submission – if you organise an online submission, make it simple at first. Thus you will attract more potential start-ups.
5. Create a questionnaire for online submission – ask what problems are willing to be solved, what is solution, how idea can profit. You always can add questions about the team, vision and business plan.
6. Selection – think of assessment criteria. Inform participants about it.



7. Invite Evaluation committee to take part in your event. We recommend 3.
8. Select the best ideas and invite for Live Event where potential entrepreneurs have to pitch the idea in front of evaluation committee.
9. Venue – decided where you want to organise the event and how many people can fit.
10. Invite your partners to attend the event
11. Think of communication channel (Social media, TV, Radio etc).



## ANNEX 3 – OVERVIEW OF A PITCH DECK

The Pitch Deck is developed to explain what the company is doing, what customer problem it's going to solve and present the team that can do it. The idea of the pitch deck is to give enough information to get the the investor or the trainer/mentor interested in your idea and make him wish to know more about you.

The Pitch deck is not a presentation, but rather visual and textual form of presenting a summary of your idea and business behind it. The Pitch deck requires planning, ability to summarise the core content and skill to tell a good story to the investor or the mentor but also keep the focus on the main issues. Small details can and will be asked later on



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## EVENT ORGANIZERS



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