

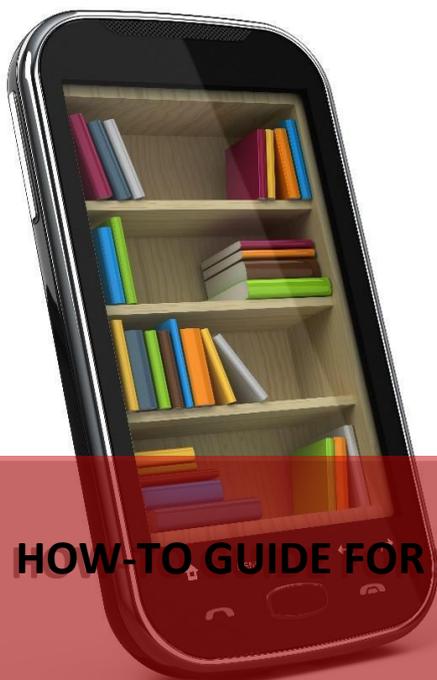


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ETC.4SE



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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Written by: Bridging to the Future (UK)

Edited by: Drosostalida (Greece)
IRIS (Greece)
Stichting Inqubator (The Netherlands)
SPI (Portugal)

The document is aimed at providing guidelines on how to organise an effective start-up competition, including examples taken from the transnational social start-up competition implemented in the framework of the ETC.4SE project, in all partner countries (Greece, the Netherlands, Portugal and the UK).

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WELCOME

We would like to warmly welcome you to this “How-to guide on ‘how to set up a competition” like the ETC.4SE Social Start Up Competition we organised in the framework of the ETC.4SE project in 2019.

In this guide we will explain all aspects of organising a start-up competition and share tips and tricks on creating impact.

The ETC.4SE 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.

In the spirit of the above, this guide contributes to the aim by introducing guidelines for organisations, on how to set up, design and organise a Social Enterprise Start-Up competition.



INTRODUCTION



INTRODUCTION

The present guide has been created in the framework of the ETC.4SE project, aiming to provide a structure, guidelines and tips for organizing a social start up competition that would offer opportunities to potential social entrepreneurs to contest their idea, develop their competences, benefit from experts and entrepreneurs and grow their network.

This guide is a how-to tool for the good implementation of a social start-up entrepreneurship competition. In this way, the future users of the platform and guide, will understand and have the tools to set up a similar competition for the entrepreneurs they work with. Link to the ETC.4SE platform: <http://training.etc4se.eu/>

Structure of this guide: The guide is comprised of the following components that any interested organisation can follow and subsequently, organize a social enterprise start-up competition on a European or national scale:

- PREPARATION
 - Aim of the Social Enterprise Start-up Competition
 - Preparation – Designing the Competition
 - Timeline
 - Who can participate
- IMPLEMENTATION
 - Submission process
 - Shortlisting
 - National events
 - Preparation of the finalists
 - Finals
- EVALUATION CRITERIA



- TEMPLATES AND ANNEXES

On every unit of this guide, you will find a generic part with guidance on different aspects of setting up a Social Enterprise Start-up competition, as well as an implementation example of the project ETC.4SE to serve as a model or case study.

Who is this guide for: The guide can be used by any organisation or individual interested in setting up social entrepreneurship or entrepreneurship start up competition. The organisations can originate from an educational or entrepreneurship setting working with entrepreneurs or people interested in setting up their own enterprise, whether social or not.

A possible, non-exhaustive, list of end users are:

- Business incubators
- Social entrepreneurship HUBs
- Chambers of Commerce and Industry
- Adult education or vocational education centres
- Business schools
- Business associations
- Networks of individuals in the area of education or entrepreneurship
- Social enterprises, and others.

Methodology: Prior to the guide's development, the partners of the ETC.4SE project, discussed and researched at length, on the information to include within the guide. The stakeholder target group of the project was consulted, research on similar competitions where researched, reviewed and analysed, the project target group was consulted on their ways of work but also, on how the information reach them, to finally, writing it. Working documents were designed that would aid and facilitate the



implementation of the ETC.4SE European and National competitions.

The two business incubators comprising the partnership, evaluated and assessed the working documents (Incubator Leeuwarden – The Netherlands and Bridging to the Future, BTF – the UK), providing a 2nd version. The partners, business consultant SPI (Portugal) and BTF, reviewed the documentation from a business aspect, elaborating at length on the business model of the 13 steps and how support would be provided to the competition participants.

Finally, the social enterprise Drosostalida from Greece, reviewed and added the social aspect to the competition following discussions with stakeholders of social entrepreneurship in Greece.

The above process provided the final version of the guidelines you access in this document.

The project team hope it is interesting and of use.



PREPARATION



PREPARATION – DESIGNING THE COMPETITION

Prior to working on any project, an organisation or an individual will undertake careful project design as an obligatory step. A “Social Enterprise Start-Up competition” needs to be carefully designed in order to optimise and maximise its impact with the selected target groups. The first step in order to create a competition, is designing an effective competition structure that will serve the aim and objectives of the competition; a successful competition design needs to take into account many different aspects related to the target group of participants and their needs, the process itself and the time dedicated to each activity, the evaluation methodology, dissemination strategy etc. But how do we prepare an effective competition design?

In this guide we propose the below issues and/or considerations as key to preparing for designing your competition. More information on this will be detailed further down in this document.

The structure of the competition: It is imperative that each organisation setting up a similar competition, carefully considers the main aim and objectives of the competition, and how their target group will be approached and reached, in order to design it in the most optimal way.

1. While discussing and analysing the objective of any respective competition, the organiser needs to determine the competition structure.
 - a. How many rounds will the competition have? Will you organise one round i.e. one pitching session with one winner?



- b. Will your rounds, submissions and pitching be online or a face to face events? Carefully consider the infrastructure you will need for each type of event or submission method. Perhaps a blended approach is needed. Regardless of what you will select, you will need the proper professional with the correct skill set to work on each.
 - c. If you select an online submission, who will set up the necessary online submission questionnaire and where? How will the answers be collected? Which software will you use to collect and analyse the results? How will the results be presented? How will the results be stored and who has access to them? You need to make sure that the software and tools you use are safe and that the people who have access to them, have agreed not to share the information.
 - d. IPR, GDPR issues to be considered: Privacy issues need to be considered. For example, in the ETC.4SE project one applicant was very wary in submitting his idea because he believed it was too innovative for sharing before he had reserved the proper copyrights. You will need to have answered all possible questions your applicants may have on this matter.
 - e. National or international: are you organizing a national competition in your own language or an international / European in many languages?
2. **Timeline of the competition:** How long will your competition last? How much time will it take to set up and run? What is the timeframe for submissions? Will you have mid-term deadlines for the online submissions, pitch decks



- etc.? Who will moderate and be in charge of submissions, contacting the applicants, sending out invitations and answering questions in time?
3. **Your target group:** who are you targeting with this competition? Careful consideration needs to be made on whom and how you will target and reach your possible applicants. You need to have described the target group in detail and agreed upon this definition with your possible partners.
 4. **Select your prize:** The prize is super important to how successful your contest will be. You need to have an offering that will motivate your customers to make the effort to enter and compete. Choose a prize that is:
 - Brand or product related
 - Something that you know your target market desires
 - Related to the theme of your contest
 5. **Your online submission form:** keep it as simple as possible at first. You don't want to tire your applicants with pages and pages of information they need to complete in order to take part in the competition. If they are shortlisted, they can go to round two. Make sure you ask the right questions to get the right and key answers that will make your competition a success. Prior to making the online form public, have stakeholders or members of your target group review it and give you feedback. Start-ups appreciate shorter application forms thus, you are likely to attract more applicants.
 6. **Create a questionnaire for online submission:** ask what problems your applicants are willing to solve, what is their



proposed solution, how they can turn their idea to profit. You can always add questions about their team, vision and business plan

7. **Your selection criteria:** what are your assessment criteria? Who did you come up with them? For the ETC.4SE assessment criteria, the partners convened more than three times to discuss them and finalise them. Issues that arose where: should the use of technology be a criterium? Would the number of team members be relevant? Which criteria were the most important i.e. the social impact and social innovation the business idea brought? Furthermore, consider that the selection criteria need to be shared with the applicants for them to consider during their application stage.
8. **Invitation of an evaluation committee:** how many people / professionals will participate in your evaluation committee (panel)? It has to be an odd number i.e. three or five. The evaluation committee needs to be briefed with the competition objective, have relevant backgrounds and experience and be able to evaluate using a bigger perspective. Careful consideration needs to be applied. The ETC.4SE partners used a five-member committee panel for each pitching session.
9. **Select the best ideas – shortlist:** The best ideas that have been shortlisted are invited to pitch live in front of an audience and the evaluation committee. The participants need to have prepared their pitches. For the ETC.4SE project, all national participants had the support of the national partners to present their pitches. The pitch lasted for five minutes in total with a moderator taking time.



10. **Venue:** A physical space needs to be selected with the proper infrastructure at hand i.e. a projector, internet facility, a pointer. In addition, you need to have prepared invitations, agenda and programme for the participants. If needed, consider your coffee breaks and lunch. If you cannot organise the event in-house, consider a business incubator or a hotel conference room. How many people can you fit?

11. **Invitations:** who will participate in your event beside the competition applicants? Will you allow for questions and answers? If yes, you need participants who have relevant expertise and experiences. How will you formulate the invitation and which design will it have? The ETC.4SE partners used the software canva.com to create the posters, invitations and programmes for their events. The information within was kept to a minimum aiming to amplify the message.

12. **Dissemination/promotion strategy:** Consider your promotion strategy carefully. Think about a catchy name for the contest, design a folder/leaflet/logo/banner to promote it making sure you keep it short, clear and actionable. Carefully select the communication and social media tools you will use to a) communicate the event for applicants, b) invite people to the events, c) market the event for sponsors or volunteers. The ETC.4SE competition used Facebook paid campaigns to attract applicants for their national competitions. In addition, each partner had located key social entrepreneurship stakeholders to market the event through their channels. It is imperative to locate



the correct communication channels to reach both stakeholders, applicants and event participants.

13. **Competition guide with terms and conditions:** once all the above have been considered and approved, a competition document/guide needs to be drafted containing the terms and conditions of the competition. This should be circulated to any interested applicant, participants and panel members. It should also contain the criteria for evaluation (annexes).

Implementation stages

Having described the main issues to be considered for setting up a Social Start-Up Entrepreneurship competition, the actual stages can be finalised. The ETC.4SE project propose the following to be considered as they contain the necessary activities to be completed:

1. Online Submission
2. Shortlisting
3. National Live Event - selection of finalists
4. Preparation of finalists through mentoring, coaching and training
5. Final event

EXAMPLE FROM ETC.4SE SOCIAL START-UP COMPETITION

The ETC.4SE Social Start Up Competition consists of the above 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.

1. Online Submission
2. Shortlisting
3. National Live Event - selection of finalists
4. Preparation of finalists
5. Finals in Greece

The innovative aspect of the ETC.4SE is the fact that the national winners were coached, mentored and up skilled for the final event competition, which, took place in Greece. In detail, they are described below:



SUBMISSION

stage one

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

1. the problem you want to solve,
2. 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.



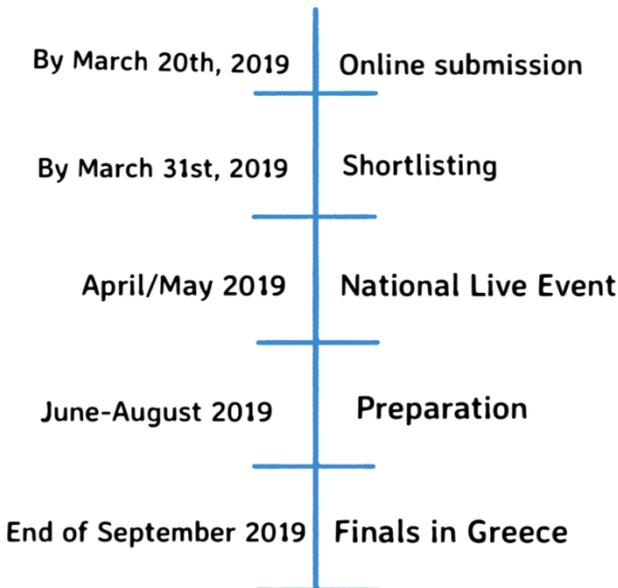


TIMELINE

As described above, the timeline of the competition you will set up needs to be one of the first things you and your partners determine. Make sure you offer enough time between the launch of the competition and the deadline for submission of entries in order to make sure the invitation to join the competition reaches your target group and the potential participants have time to read through the competition terms and prepare a submission. Also, take care to include realistic intervals between the different competition steps, dedicating time for shortlisting and preparation of the finalists.

EXAMPLE FROM ETC.4SE SOCIAL START-UP COMPETITION

The lifetime of the ETC.4SE competition is proposed to be the following:





Once the partners finalised the timeline, a small infographic was created using the Canva.com software, to be able to share it online through the social media and through invitations and emails.

WHO CAN PARTICIPATE

APPLICANTS

The selection of eligible applicants to the competition depends on criteria linked to the competition objectives in connection to:

- A specific entrepreneurship theme pursued. The competition could focus on a specific theme like social enterprise, green enterprise, enterprise in the circular economy etc. – in this case the competition addresses applicants with business ideas related to a specific theme. Alternatively, the competition could be open to all applicants with a business idea regardless of theme or type; however, in this case the evaluation criteria should be set in a way as to take account of different attributes.
- A specific profile of the pursued applicants. The competition could focus on addressing applicants of a specific social or business profile. Addressing applicants of a specific social profile relates to, for example, inviting only unemployed people, or refugees, or ex-convicts, or single mothers to take part in the competition. Addressing applicants of a specific business profile relates to, for example, addressing only applicants who don't yet run a business based on the idea they will present to the competition, or are a start-up, or have run their business for a set amount of time.



When deciding on the profile of the applicants we wish to address, we should keep in mind that in order to be able to evaluate the different competition entries in fairness, we should make sure that participants of similar profiles compete against each other. If we wish to include more than one profile of applicants in our competition, we may need to consider creating different competition categories. The applicants will then have to select in which competition category they wish to enter, depending on their social/business profile or entrepreneurship theme.

Finally, the competition should be clear about whether it is open to applications from physical persons, teams, and/or businesses and other legal entities.

The description of the eligibility rules for applicants (and the different competition categories) must be communicated to potential applicants in a clear and specific way, leaving no room for interpretations.

EXAMPLE FROM ETC.4SE SOCIAL START-UP COMPETITION

All applicants are invited to compete in one of two different categories.

These categories are:

- Unemployed persons 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

The competition may be open to applicants based in one or more countries.

Holding the competition in more than one countries may demand translating the competition material (announcement, terms of reference and online application forms) into the national languages of the eligible countries. The organisers may choose to implement all or selected steps of the competition (e.g. the finals) in one working language (e.g. English), however this should be clearly communicated to potential applicants through the competition material (announcement and terms of reference).

Other issues to be considered when holding the competition in more than one countries include potential needs for travels (cost, arrangements) and the need to allow for special national circumstances in your competition timeline (e.g. national holidays).

EXAMPLE FROM ETC.4SE SOCIAL START-UP COMPETITION

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

- Greece
- Netherlands
- Portugal
- United Kingdom

The working language for the online Submission of your business idea and the Final Pitch Deck will be English.



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IMPLEMENTATION



STEP 1: SUBMISSION



At this first step, the applicants are invited to submit their business idea through an online form, using existing free survey software (e.g. Google Forms, Survey Monkey etc.).

The online submission form should be clear, and its structure may broadly follow the following general parts of the form:

- **Name and contact information:** In this part, the applicants are requested to fill in the name of the person/team/organisation submitting the business idea, as well as an e-mail address to be used for contact by the organisers and a mobile phone number. In case of a team or organisation submitting a competition entry, the form should request the name and communication info of the person representing it in the competition.
- **Competition category:** In this part, the applicants are requested to select the competition category they wish to enter.
- **Business idea:** In this part of the form, the applicants are requested to summarise different aspects of their business idea. This should include the background setting the context of how this idea was conceived, the market need it is aspiring to fulfil, the products and/or services foreseen, the experience and competences the person/team/organization brings in, and what makes this idea competitive against other businesses in the same field.



- Name of the idea and additional material: In this last part of the submission form, the applicants are requested to fill in a name for their business idea and add links to additional online material in support of their business idea (e.g. images, videos, diagrams, websites etc.)

It is important to state on the online form how the competition organisers are going to handle the information submitted therein, including the contact details and descriptions of the business ideas. It is recommended that the form clearly informs the applicants that upon submitting their entry to the competition, they agree in sharing aspects of their business ideas as presented by themselves with the public through the dissemination channels of the competition and the live pitching sessions foreseen.

A link to the competition website, where all aspects/rules of the competition are presented and explained, could be integrated in the submission questionnaire.

Moreover, applicants need to be informed through the competition material (announcement, invitation etc.) of the criteria of evaluation of the business ideas to be submitted, i.e. what the competition organisers are looking for.



EXAMPLE FROM ETC.4SE SOCIAL START-UP COMPETITION

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 a social or environmental issue. List the objectives you want to deal with.
- **Solution** – describe the originality of your idea
- **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
- **Social impact** – What social impact you want to create? Define the mission? What is the change you seek to implement?



STEP 2: SHORTLISTING

At this step, the competition organisers go through the applications and evaluate them against the criteria set at the beginning in the competition material disseminated (announcement, invitation etc.). The evaluators may be an evaluation committee of external experts set up by the competition organisers, staff of the competition organisers themselves, or a combination of the above.

The evaluation leads to a shortlisting of the best applications (e.g. 10 best business ideas), to be invited for the 1st pitching session described on the following Step 3.

The evaluation criteria and the scoring methodology to be followed should be described at the beginning and made available to the applicants. The organisers may wish to place special weight to certain evaluation criteria by adding an evaluation coefficient.

EXAMPLE FROM ETC.4SE SOCIAL START-UP COMPETITION

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
Problem/Need	What customer /challenge identified / need do you fulfil?					
Solution	The quality of your solution? The innovative approach?					
Team	Ability of the team to execute					
Product/Services	Advantages against competitors					
Social impact	Social aspects changes					



STEP 3: 1st PITCHING EVENT

The shortlisted applications are invited to a 1st live pitching event, where they have a chance to pitch their ideas in front of an audience and an evaluation committee which will decide on the applications to go through to the finals and receive professional mentoring in order to further develop aspects of their business idea during the following Step 4 – Preparation of the finalists.

The competition organisers need to set the format and requirements for the applicants' pitching presentations. These include the available time for each pitching presentation (e.g. 3 minutes), the available time for a Q&A session after each presentation (e.g. 5 minutes), the presentation software that can be used and presentation requirements (e.g. fonts size). The competition organisers will also need to outline what the evaluation committee is looking for in the pitching session; for example the questions that each applicant will need to address in the pitching presentation.

The pitching session is a good opportunity for networking; make sure you allocate some time in the event for networking between the applicants, members of the audience and the members of the evaluation committee.



EXAMPLE FROM ETC.4SE SOCIAL START-UP COMPETITION

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.

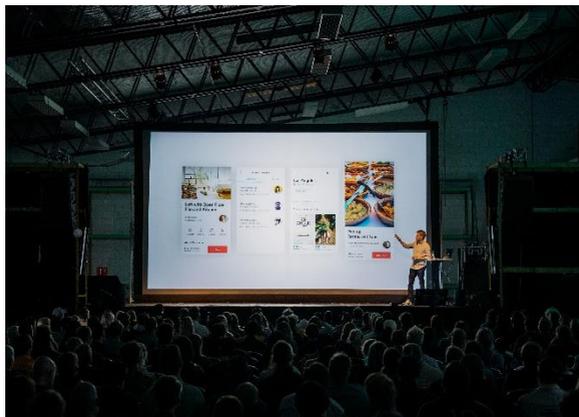
FORMAT: 5 min Pitch, 5 min Q&A Session – you can refer to the proposed questions below – please prepare accordingly in order for your pitch to not exceed the 5-minute allocated time!

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?
- Social impact – what changes are you willing to make in society?





STEP 4: PREPARATION OF FINALISTS

This is a key step for the competition participants who are selected to go through to the competition finals, as they receive professional mentoring in order to further develop aspects of their business idea and use the knowledge and skills they acquire in order to present a stronger version of their idea to the competition finals.

The mentoring can take place face-to-face or online, and will follow a schedule that will be agreed between the mentors and the participants. The time dedicated to the preparation of the finalists through mentoring, as well as the methodology to be followed and tools to be involved, will be set at the launch of the competition.

EXAMPLE FROM ETC.4SE SOCIAL START-UP COMPETITION

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.

The preparation stage will take place in June-August 2019.



STEP 5: FINAL PITCH

The final step of the competition is the final pitch, i.e. the live pitching event where the finalists are invited to pitch their ideas again. The finalists are expected to bring forward the competences they have acquired through the whole competition process – the submission of their business idea, the first pitching session, and the mentoring they have received in the preparation stage.

The competition organisers need to set the format and requirements for the finalists' pitching presentations, as well as the evaluation criteria, which may be different from the ones at the 1st pitching session.

The final pitching session is a live event that should celebrate the achievements of all finalists and encourage further networking. Besides the finalists, the event should invite the mentors and organisers to share their experience.

The pitching presentations will be assessed by an evaluation committee, similar to the 1st pitching session, and the winner(s) will receive the competition prize.

Following the event or immediately after it, the finalists should be asked to offer their feedback in terms of their overall experience in the competition, aspects of the organisation, and the benefits they have acquired through their participation. This could take the form of a video interview in order to better disseminate the participants' experience and spread the message to the wider business community.



EXAMPLE FROM ETC.4SE SOCIAL START-UP COMPETITION

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: 5 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. Social impact – what the change do you seek to implement in society?
5. Go-To Market Plan – who is you customer?
6. Competitive Analysis – how do you differ from the competitors
7. Management Team - who are the experts you work with?
8. Financial Projection – estimates of your financial stability, number of sales.

ANNEX 1: BUSINESS CANVAS – ETC.4SE

The ETC.4SE project used the Business Canvas methodology to implement its own Social Enterprise Start-Up Competition.

Please view the outcome on the next page.



<p>1. Structure</p> <p>How many rounds will the competition have? Will you organise one round i.e. one pitching session with one winner?</p> <p>Consider the infrastructure you will need for each type of event or submission method. How will the answers be collected? Which software will you use to collect and analyse the results?</p> <p>IPR, GDPR issues to be considered. National or international? <input type="checkbox"/> POINT 1 <input checked="" type="checkbox"/> POINT 2 <input type="checkbox"/> POINT 3</p>	<p>4. Submission form</p> <p>What is the format you are going to use – online or paper? What is the length? Receive the feedback</p> 	<p>7. Evaluation committee</p> <p>How many people / professionals will participate in your evaluation committee (panel)?</p> <p>Make sure it is an odd number</p> 	<p>10. Invitations</p> <p>Who will participate in your event beside the competition applicants? Will you allow for questions and answers?</p> <p>How will you formulate the invitation and which design will it have?</p> 
<p>2. Timeline</p> <p>How long will your competition last? How much time will it take to set up and run? What is the timeframe for submissions? Will you have mid-term deadlines for the online submissions, pitch decks etc.? Who will moderate and be in charge of submissions</p> 	<p>5. Questionnaire</p> <p>What problems your applicants are willing to solve, what is their proposed solution, how they can turn their idea to profit</p> 	<p>8. Shortlisting</p> <p>Think of how many top ideas you will choose? What are additional criteria if you would have difficulties to make a decision based on first criteria.</p> <p>What topics would be covered in a pitch deck?</p> 	<p>11. Communication channels</p> <p>What tools you will use to a) communicate the event for applicants? b) invite people to the event? c) market the event for sponsors or volunteers?</p> 
<p>3. Target group</p> <p>Who are you targeting with this competition? Careful consideration needs to be made on whom and how you will target and reach your possible applicants.</p> 	<p>6. Selection criteria</p> <p>What are your assessment criteria? Who did you come up with them?</p> <p>Which criteria were the most important i.e. the social impact and social innovation the business idea brought?</p> 	<p>9. Venue</p> <p>Think of logistics – transportation, accommodation around?</p> <p>What is the capacity?</p> <p>Do I have any partners that can help me with the venue?</p> 	<p>12. Competition guide</p> <p>What an official document you will prepare? Think of terms and conditions.</p> 



ANNEX 2: 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
Problem/Need	What customer need do you fulfil?					
Solution	The quality of solution?					
Target Market	How well market is defined? What is the business space? Who are the customers/clients?					
Team Mngt.	Ability of the team to execute? How is it balanced? Expertise?					
Competition	Difference from competitors (innovation feature)					
Finances	Proof of the income? How solid are the financials?					
Social impact	Changes to make in society?					



ANNEX 3 - 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. WHAT IS MY BUSINESS IDEA - explain your idea to the Business coach.
2. AM I A BUSINESS MINDED? – audit of business attitudes and skills.
3. LET’S START A BUSINESS – discuss option for legal entities
4. MAKING THE MOST OF MY INCOME – to understand the types of costs and pricing mechanism.
5. BUSINESS PLANNING – what are we selling, to whom, for how much.
6. HOW CAN I SALE – who will buy our services/products, how do we sell, customer needs
7. GETTING MY BUSINESS KNOWN – how to be a great marketer?
8. SUCCESSFULLY MANAGING MY BUSINESS – to be aware of business management models.
9. LEADING MY BUSINESS – to understand the importance of true leadership in the business.



10. LOCATION – to learn how the location may affect the business.
11. OPERATING MY BUSINESS – what is needed to operate?
12. SUSTANABILITY – how to improve the entity's performance.
13. WHAT SOCIAL GOOD WILL I DO – what a social impact do you want to bring?



ANNEX 4 – 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 5 – 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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