

HEC MONTRÉAL



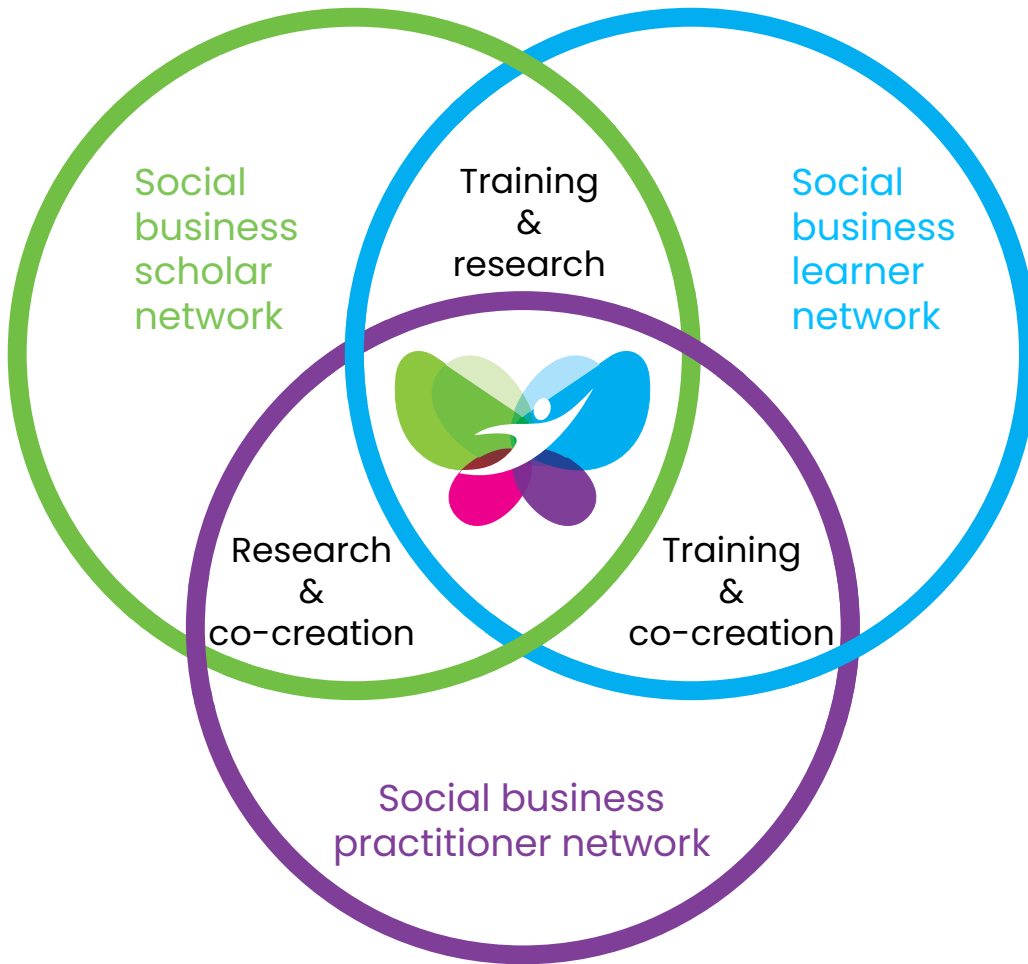
# social business creation

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## About SBC

Organized by HEC Montréal University since 2016, Social Business Creation is an impactful global platform for social entrepreneurship education for students, practitioners, teachers and researchers. It has the support of the Yunus Centre created by Nobel Peace Prize Prof. Muhammad Yunus and other corporate partners such as Scotiabank. Since its foundation, **154 schools** have participated from **26 countries**, and more than **CA\$500,000** have been granted in prizes and scholarships.

Social Business Creation's vision is to be the global leader in social entrepreneurship education. And its mission is to educate businesspeople to be socially responsible. SBC carries this mission through **three main global programs** (namely Competition, Training-of-Trainers, Conferences) and others.

# OUR PROGRAMS

## Competition

SBC Competition offers training to businesses and students through a competition that uses gamification and an experiential training approach. It's an annual competition from April to October in 4 rounds through which participants learn about social entrepreneurship and have the opportunity to win several prizes in cash, services, scholarships, and meet investors. There are two tracks: startup and established business.

## Training-of-Trainers

The Training-of-Trainers (ToT) program trains university professors and business professionals to become more effective coaches and provides them with essential knowledge and tools to create programs that support social entrepreneurship development.

## Conferences

SBC conference is a platform for intellectual exchange among scholars and practitioners to advance the field of social business.



# COMPETITION



# ENTRY CATEGORIES

Participants **chose between these 2 tracks**. Participants of both tracks will embark on an entrepreneurial journey while learning how to create social impacts through market mechanisms. They will develop expertise to understand the target social problem, ideate social solutions, develop social business models, execute it, and scale up the business and social impacts.

## STARTUP TRACK



Participants enter the competition with a social mission idea or an early-stage business. Their task is to demonstrate how they build their social solution and develop a new business with dual objectives of profitability and positive social impact.

## ESTABLISHED BUSINESS TRACK

Participants enter the competition with a mandate of :

1. **Transformation:** Their task is to demonstrate how they transform their business into an effective social business.
2. **Development:** Their task is to demonstrate how they develop their business, such as product development, market expansion, etc., to create positive social impacts.



Competing teams are composed of students and at least one company representative. SBC encourages international and multidisciplinary teams.

# HOW TO PARTICIPATE AS A STARTUP

Participation is open to **any person/team** with a social mission idea or **any early-stage business** (i.e., less than two years of experience in the market) regardless of its legal status (company, not-for-profit organization, association, cooperative, informal organization, etc.).

1. Create an account on the SBC community site at: [www.socialbusinesscreation.com](http://www.socialbusinesscreation.com).
2. Create a group on the SBC community site and submit your project description page that includes the following:
  - A social purpose statement
  - Short description of the target social issue
  - Short description of your project idea
3. Build your competition team.
  - You can recruit members from the SBC community site or other channels
  - The SBC also helps match you with potential candidates and student members
  - You can recruit and add new members at any time throughout the competition
4. Do fieldwork and demonstrate results at the milestone of each round.

All members of the teams that are eliminated can join other teams that pass to continue with the competition. Teams may merge to create stronger teams. Regular members can change teams once per round as they so wish.

## SPECIFIC REQUIREMENTS

1

At least **one student at the university level** must be part of the team and follow the SBC courses.

2

Each team member pays the one-time nonrefundable administration fee of CAD200+tax.

3

Prize distribution among team members is up to the members' agreement. SBC will transfer the money to the project leader if the team wins any cash prizes.

# HOW TO PARTICIPATE AS AN ESTABLISHED BUSINESS

Participation is open to any organization with at least two years of experience in the market, regardless of its legal status (company, not-for-profit organization, association, cooperative, informal organization, etc.).

1. Create an account on the SBC community site at [www.socialbusinesscreation.com](http://www.socialbusinesscreation.com).
2. Create a group on the SBC community site and submit your project description page that includes the following:
  - A social purpose statement
  - Short description of the target social issue
  - Short description of your project idea
3. Build your competition team.
  - You can recruit members from the SBC community site or other channels
  - The SBC also helps match you with potential candidates and student members
  - You can recruit and add new members at any time throughout the competition
4. Do fieldwork and demonstrate results at the milestone of each round.

All members of the teams that are eliminated can join other teams that pass to continue with the competition. Teams may merge to create stronger teams. Regular members can change teams once per round as they so wish.

## SPECIFIC REQUIREMENTS

1

At least **one student at the university level** must be part of the team and follow the SBC courses.

2

Each team member pays the one-time nonrefundable administration fee of CAD200+tax.

3

The established-business team must include at least **one representative** from the business, which provides data and gives specific mandates to the student members.

4

Prize distribution among team members is up to the members' agreement. SBC will transfer the money to the project leader if the team wins any cash prizes.



# HOW TO PARTICIPATE AS AN INDIVIDUAL

Any individual can join the competition with or without a project. The SBC encourages all social businesses to build teams with members from diverse backgrounds to join competing teams. If you have a good heart and willingness to learn and create positive social impacts, you are the right candidate to enter the SBC competition.

1. Create an account on the SBC community site at [www.socialbusinesscreation.com](http://www.socialbusinesscreation.com).
2. Browse the projects featured on the SBC community site to find the one that interests you the most. The SBC also helps match you with a potential project.
3. Contact the leader and apply for a position in the team.
4. Upon the leader's approval, pay the one-time nonrefundable administration fee of CAD200+tax to officially enter the competition

Note that all members of the teams that are eliminated can join other teams that pass to continue with the competition. Teams may merge to create stronger teams. Regular members can change teams once per round as they so wish.



# BENEFITS



## Funding

Besides the cash prizes from the SBC competition, you will participate in the SDG investment fair and other events organized by the SBC global offices and regional offices.



## High Level Consulting

You will obtain services from the participants trained throughout the competition and receive comments from highly-qualified coaches and judges to improve your project. Within 6 months, you and your business will gain an effective approach and tools to reach new heights.



## Trained workforce

Your team members will receive training from world-class professors and professionals and get ready to implement the new knowledge and skills in your organization during and after the competition.



## Visibility

Gain regional and global visibility. Be featured on the SBC community during and after the competition. Grow your network with other companies, investors, entrepreneurs, academics, and more.



## Recruitment

Identify students and other candidates and observe them in action before hiring them.

# TIMELINE & EVALUATION CRITERIA



## ENTRY by March 30

Admission is based on

- Clarity of the social purpose statement
- Identification of a target social issue
- Project potential to create social impacts

## ROUND 1 – SOCIAL INNOVATION (ONLINE) Apr 1 – May 14

- Understanding of the target social issue
- Quality of the proposed social solution
- Stakeholder support for the proposed solution
- Story telling

## ROUND 2 – BUSINESS INNOVATION (ONLINE) May 15 – Jun 30

- Quality of the business model
- Quality of the virtual pitching on at SBC website
- Performance of the crowdfunding and crowdsourcing campaign
- Story telling

## ROUND 3 – EXECUTION AND SCALE-UP (ONLINE) Jul 1 – Aug 14

- Pursuit of opportunities for business growth
- Quality of the growth strategy model the virtual pitching on at SBC website
- Resources and capabilities to execute the proposed growth strategy
- Storytelling skills

## ROUND 4 – IMPACT ACCELERATION (ONLINE) Aug 15 – Sept 29

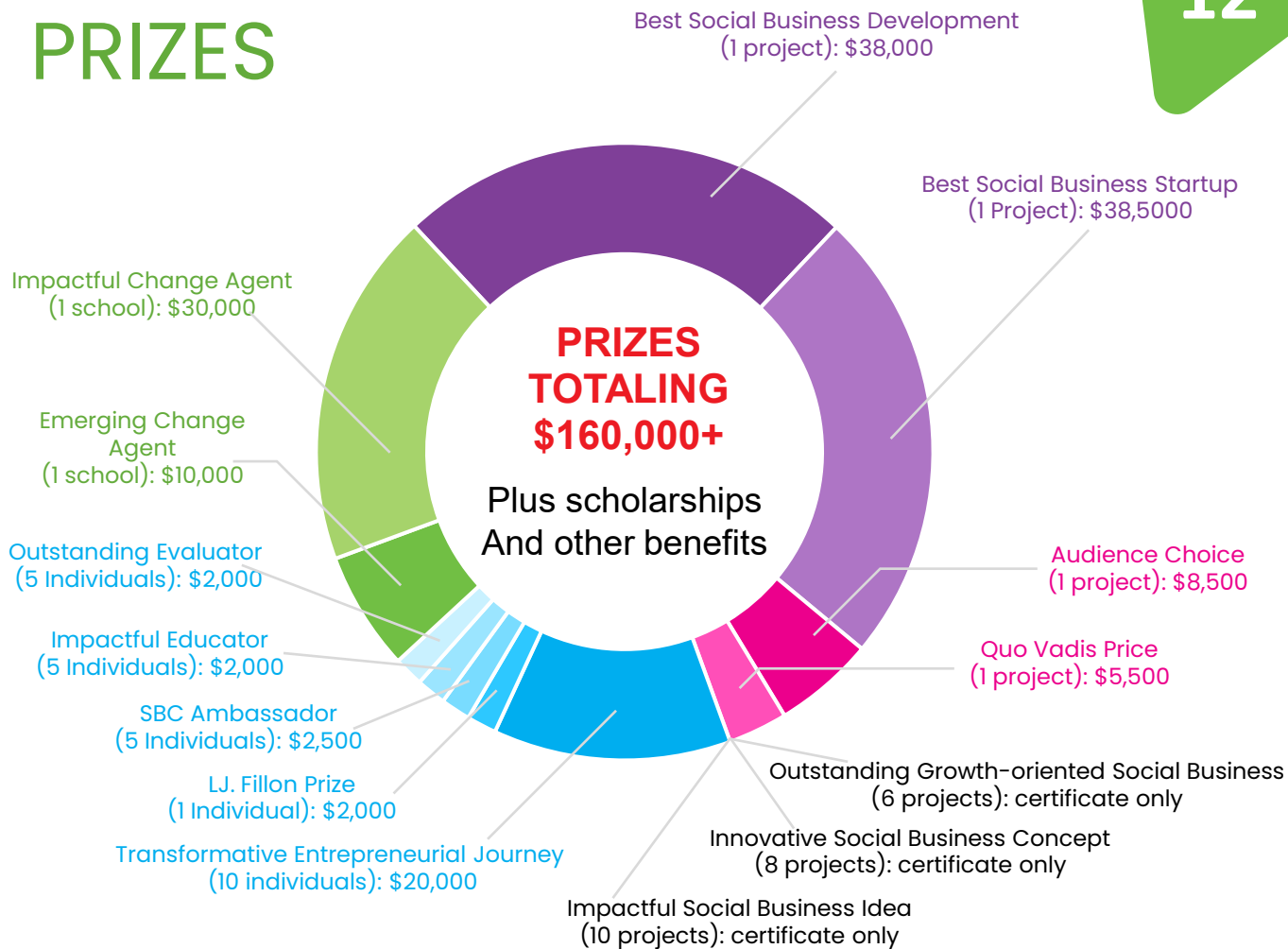
- Pursuit of opportunities for multiplying the social impacts
- Quality of the growth strategy model the virtual pitching on at SBC website
- Resources and capabilities to execute the proposed growth strategy
- Storytelling skills

## GRAND FINAL – IMPACTS (IN MONTREAL) Sept 28 – Oct 3

The teams in the regional top 30% of each track compete to be in the global top six teams (i.e., three teams of each track).

The six finalists will make public presentations demonstrating their profitability and social impacts.

# PRIZES



## REQUIREMENTS

- Each team (i.e., a living lab) must have at least one university student at the time of living lab initiation.
- Each team (i.e., a living lab) must have at least one team member enrolled in the Online Preparation SBC Course and succeed in each module with a passing grade.
- The finalist teams must have at least one member in-person in Montréal for the final round.
- For each round, the teams in the top 30% in the regional evaluation must participate in a one-on-one coaching session with SBC global coaches before presentations for global prizes.
- The language of instruction is English. But in the regional evaluation phase, teams can present their work in the SBC regional hubs' languages. Teams in the top 30% for the global prize must arrange for simultaneous translation to present in English in presentations in front of global judges.