

ROUND 2 – BUSINESS MODEL INNOVATION

Task: The leader must upload a **10-minute video-recorded pitch** along with **fieldwork evidence** to his/her group space on www.socialbusinesscreation.com. Provide **a document** that lists all evidence and explains the purpose of each piece of evidence according to the criteria of Round 2.

Deadline: 14 June 2024 (23h59 Montreal time)

Passing grade: 30 points

A. Social business design

A1. Social mantra one-liner

In one line (maximum 15 words), state your social mantra. The mantra must appear in both your video-recorded presentation and your group description on www.socialbusinesscreation.com. The score shall be zero if the one-liner exceeds the word limit.

- Information presented in the pitch (6 points)

Criteria	Yes	Perhaps	No
The one-liner clearly articulates the project's intended social or environmental impacts	2	1	0
The one-liner highlights the project's unique innovation	2	1	0
The one-liner is catchy and memorable	2	1	0

- Fieldwork evidence (4 points)

Criteria	Yes	Perhaps	No
The one-liner's development benefits from the key stakeholders' feedback	2	1	0
The one-liner is widely shared/promoted by others	2	1	0

A2. Product/service presentation

Present your product/service and explain to potential buyers (1) what the products/services look like and (2) how the products/services are used.

Criteria:

- Information presented in the pitch (6 points)

Criteria	Yes	Perhaps	No
It is easy to understand the functionality and usability of the product/service	2	1	0
It is easy to see how the product/service responds to client needs/wants and creates social impacts	2	1	0
The visual presentation of the product/service is attractive and effective	2	1	0

- **Fieldwork evidence (4 points)**

Criteria	Yes	Perhaps	No
The product/service functions as intended	2	1	0
The product/service receives strong feedback from users	2	1	0

B. Business model

B1. Business model overview

Describe your business model in such a way that people can quickly grasp your business logic and its innovativeness.

- **Information presented in the pitch (10 points)**

Criteria	Yes	Perhaps	No
The description of the business model's components is clear	4	2	0
The linkages between the main components are logical	4	2	0
The business model innovation is clearly articulated	2	1	0

B2. Economic value for customers

Describe your market and explain how the products/services create economic value for the customers so that they will pay you.

Criteria:

- **Information presented in the pitch (6 points)**

Criteria	Yes	Perhaps	No
The economic value proposition is strong	2	1	0
There is a clear competitive advantage	2	1	0
The strategy to communicate and deliver value is compelling	2	1	0

- **Fieldwork evidence (4 points)**

Criteria	Yes	Perhaps	No
The product/service is highly desirable in the market	2	1	0
The potential market is large and/or has lots of room for growth	2	1	0

B3. Target social impacts

Explain how your business creates social impacts through the provision of your products/services.

Criteria:

- Information presented in the pitch (6 points)

Criteria	Yes	Perhaps	No
The social value proposition is strong	2	1	0
There is a clear strategy for impact creation	2	1	0
The product/service is strategically aligned with the project's social mantra and the target UN goals	2	1	0

- Fieldwork evidence (4 points)

Criteria	Yes	Perhaps	No
The product/service creates the intended impacts for beneficiaries	2	1	0
The size of the potential beneficiaries is significant	2	1	0

B4. Feasibility

Demonstrate the feasibility of your business model (i.e. your team's ability to carry out the required activities through in-house resources and capabilities and/or committed partners).

- Information presented in the pitch (4 points)

Criteria	Yes	Perhaps	No
The business activities are well-designed to create the proposed social and economic values	2	1	0
The strategy to develop and manage resources is compelling	2	1	0

- Fieldwork evidence (6 points)

Criteria	Yes	Perhaps	No
The team members have distinctive competencies that are complementary and necessary for the project	2	1	0
The project has the right resources to create the intended social and economic values	2	1	0
The project has committed partners for the key activities and resources	2	1	0

B5. Profitability

Explain your logic for making profits including your revenue model and cost structure.

- Information presented in the pitch (6 points)

Criteria	Yes	Perhaps	No
The profit-making logic is clearly articulated	2	1	0
The potential social returns on investment are strong	2	1	0
The potential for economic returns on investment is strong	2	1	0

- **Fieldwork evidence (4 points)**

Criteria	Yes	Perhaps	No
The analysis is based on valid data from statistics, interviews, observations, etc.	2	1	0
Traction of KPI (key performance indicators) is strong	2	1	0

B6. ESG integration

Explain how you integrate environmental, social, and governance (ESG) principles in your business model to contribute to sustainable economic development, investor confidence, and the well-being of society.

- **Information presented in the pitch (6 points)**

Criteria	Yes	Perhaps	No
Understand how business activities create social/environmental impacts beyond your target social/environmental issues	2	1	0
The strategy to minimize negative externalities is compelling	2	1	0
The strategy for communicating and measuring ESG objectives is compelling	2	1	0

- **Fieldwork evidence (4 points)**

Criteria	Yes	Perhaps	No
There is strong evidence for adopting ESG practices	2	1	0
There is strong evidence of engaging stakeholders to understand their ESG concerns and expectations and develop an ESG culture	2	1	0

C. Business model validation

C1. Crowdfunding/crowdsourcing campaign

Present your campaigns both online and offline.

- **Information presented in the pitch (4 points)**

Criteria	Yes	Perhaps	No
The strategy to connect with potential backers is compelling	2	1	0
The critical contributions are well-presented	2	1	0

- **Fieldwork evidence (6 points)**

Criteria	Yes	Perhaps	No
Evidence of contribution pledge is credible	2	1	0
Evidence of actual contributions in cash and/or in-kind is credible	2	1	0
The contributions are sufficient to cover operational and business development needs	2	1	0

C2. Learning curve

Describe what you have learned from the fieldwork to develop your business model and how you improve your project.

- **Information presented in the pitch (6 points)**

Criteria	Yes	Perhaps	No
The key lessons are clearly articulated	2	1	0
The lessons are profound	2	1	0
The improvement strategy makes good sense	2	1	0

- **Fieldwork evidence (4 points)**

Criteria	Yes	Perhaps	No
Evidence of the learning process is credible	2	1	0
Evidence of the transformation in the mindset, behavior, and strategy is credible	2	1	0