

Round 3 – EXECUTION AND SCALE-UP

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 3.

Deadline: 14 July 2024 (23h59 Montreal time)

Passing grade: 60 points

A. Social business description

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 (2 points)

Criteria	Yes	Perhaps	No
The one-liner effectively communicates the key value proposition and intended impact	2	1	0

- Fieldwork evidence (2 points)

Criteria	Yes	Perhaps	No
The one-liner's development benefits from the key stakeholders' feedback	1	0.5	0
The one-liner is widely shared/promoted by others	1	0.5	0

A2. Business model overview

Briefly present how your business creates, delivers, and captures values.

- Information presented in the pitch (6 points)

Criteria	Yes	Perhaps	No
The logic to create and deliver economic values is well articulated in one sentence	2	1	0
The logic to create and deliver social values is well articulated in one sentence	2	1	0
The mechanisms to capture values are well articulated in one sentence	2	1	0

A3. Growth potential

Explain your growth opportunities.

- **Information presented in the pitch (8 points)**

Criteria	Yes	Perhaps	No
The target market's potential is large	2	1	0
The scale and scope of the target social/environmental issues are significant	2	1	0
There are opportunities to avoid fierce competition	2	1	0
The window of opportunity is large and immediate	2	1	0

- **Fieldwork evidence (12 points)**

Criteria	Absolutely yes	Confidently yes	Conditionally yes	Perhaps	No
The analysis is based on valid data from statistics, interviews, observations, etc.	4	3	2	1	0
The references come from reputable sources	4	3	2	1	0
Calculation methods are solid	4	3	2	1	0

B. Resources and capabilities to execute

B1. Key capitals

Explain the key capitals you have developed for the execution of your business model.

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

Criteria	Yes	Perhaps	No
Human capital is sufficient for execution and scale	2	1	0
Social capital is sufficient for execution and scale	2	1	0
Intellectual capital is sufficient for execution and scale	2	1	0
Manufactured capital is sufficient for execution and scale	2	1	0
Financial capital is sufficient for execution and scale	2	1	0

- **Fieldwork evidence (10 points)**

Criteria	Yes	Perhaps	No
Strong evidence about having the right human capital	2	1	0
Strong evidence about having the right social capital	2	1	0
Strong evidence about having valuable intellectual capital	2	1	0
Strong evidence about having the right manufactured capital	2	1	0
Strong evidence about having strong financial capital	2	1	0

B2. Business traction

Describe your product/service performance in the market.

- Information presented in the pitch (6 points)

Criteria	Yes	Perhaps	No
The product/service is ready for the market	2	1	0
The sales growth rate is strong	2	1	0
The beneficiary growth rate is significant	2	1	0

- Fieldwork evidence (4 points)

Criteria	Yes	Perhaps	No
Proof of market acceptance	2	1	0
Proof of social solution adoption	2	1	0

B3. Risk management

Identify the major risks you may face while creating impacts and generating profits.

- Information presented in the pitch (6 points)

Criteria	Yes	Perhaps	No
Major risks are thoroughly analyzed	2	1	0
The strategy to manage the major risks is compelling	2	1	0
The strategy to manage operational risks is compelling	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
Proof of benchmarking on the industry's practice	2	1	0

C. ESG performance

ESG performance refers to how well a company or organization performs in relation to environmental, social, and governance (ESG) criteria.

C1. Overall impacts on the society and environment

Describe how your business activities impact the society and environment beyond your target social/environmental issues.

- Information presented in the pitch (6 points)

Criteria	Yes	Perhaps	No
ESG risk analysis is thorough	2	1	0
The strategy to minimize negative externalities is compelling	2	1	0
The choice of an ESG measurement framework is reasonable	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
There is strong evidence for adopting ESG practices and a suitable ESG measurement framework	2	1	0

C2. Governance structure

Explain how your governance helps ensure that your company acts in an ethical, transparent, and accountable manner, which in turn can contribute to sustainable economic development, investor confidence, and the well-being of society.

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

Criteria	Yes	Perhaps	No
Good governance mechanisms are adopted to ensure that all strategic decisions align with the company's long-term vision according to the target UN goals and immediate business goals.	2	1	0
The company is prepared for investment and due diligence to improve investor confidence	2	1	0
The strategy for communicating and measuring ESG objectives is compelling	2	1	0

- **Fieldwork evidence (4 points)**

Criteria	Yes	Perhaps	No
Evidence of engaging stakeholders to understand their ESG concerns and expectations	2	1	0
The data for investors' due diligence are well-collected	2	1	0

D. Learning curve

Describe what you have learned from the execution of 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