



EMERGE: Social Innovation Ideas Competition 2009

Sponsored by



In association with



The EMERGE: Social Innovation Ideas Competition is pleased to support and invest in promising students' ideas and business plans for social impact.

Each winning idea is eligible for up to a £5000 investment. A total pot of £15,000 will be allocated to the best social impact ideas. From this pot, at least £10,000 will fund UK ideas, while no more than £5,000 of the total fund will support international ideas.

The EMERGE: Ideas Competition is a six-month programme. Over six months, shortlisted entries will receive business plan development support from the Skoll Centre and other mentors, as well as hot-desking space at the Hive, Oxford.

To enter the competition, you must:

- Be a registered full-time students during the 2009-2010 at UK Universities (including and up to the date of the Competition Final, 8th May 2010)
- Be individuals or groups of up to three people with an allocated team leader
- All group members must be students
- Present ideas for a new initiative, not an addition to an existing project
- Set up your project in no more than one year
- Not allocate funding for salaries or training

Think you have a good idea? **Submit a concept note to emergeideas@studenthubs.org by 5pm 20th November 2009!**

Concept Note Submission Guidelines

Your concept note should be no longer than 750 words.

There is no specific format but the following guidelines should give you a sense of what you might want to include:

- **The idea:** A clear and concise statement of what your project will do
- **The Problem:** What social or environmental problem is your idea addressing? Why is your idea innovative?
- **The Market:** Who is the idea serving? Where is the project situated? Do you have competitors? How are you differentiating from them or complementing what they do?
- **The Business Model:** How will your idea grow? Where will revenue come from? How will impact be increased over time?
- **Logistics:** What do you need to put in place before you are operational? Do you have specific milestones?:
- **The financial plan:** How much funding are you asking for from EMERGE? Do you have any other funding? Will you be seeking additional funding also?
- **The individual or team:** Who are you? What have you done before? How long have you known each other? What is your inspiration? Why do you think you can implement your idea successfully?

Judges will specifically consider the following criteria when choosing the final winners

- The idea is innovative and will have a large impact in its field
- The social enterprise solution meets the needs of a target group
- The students are capable of delivering the project
- The project is sustainable
- The idea has the potential to be scaled and its impact increased in the medium to long term.
- The individual (or the team) demonstrates social entrepreneurial ability

Competition Timeline

3rd November:	Launch Event Morris Room, The Oxford Union. Meet an UnLtd development manager, find inspiration for your idea.
20th November, 5pm:	Concept note application deadline.
26th November:	Shortlisted entrants notified.
29th November:	Pitch preparation Workshops for semi-finalists at Emerge Conference 5pm: Semi-finals: 5 minute pitches to Judges and audience at Skoll: Emerge Finalists announced!
December 2009 May 2010:	Incubation period. Finalists develop full business plans with support and guidance from the Skoll Centre Entrepreneur in Residence and other Emerge mentors.
18th April 2010:	Deadline for submission of completed business plans.
8th May 2010:	Live final of the Social Innovation Ideas Competition
Skoll: EMERGE 2010:	Winners present updates from their projects