

What I learned from creating a library-funded, cross-campus social entrepreneurship business model competition

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SOUCABL 2020

Origins

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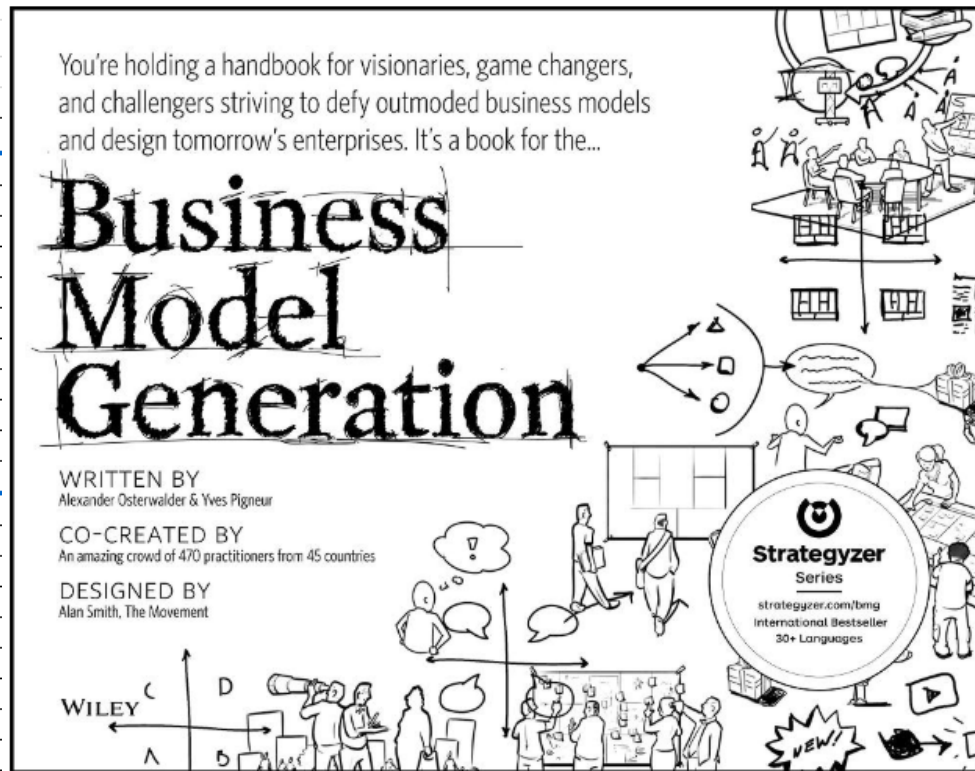


My new library dean offers to fund a student competition

UNCG
Entrepreneurship
Everywhere program:
Feb. 13, 2020

Business plan, model, canvas? Spreadsheets?

Start-up Expenses Year I (Starting Balance Sheet)		
Prepared By:	Company Name:	
Owner	Company I	
Fixed Assets	Amount	Depreciation (years)
Real Estate-Land		Not Depreciated
Real Estate-Buildings		20
Leasehold Improvements		7
Equipment		7
Furniture and Fixtures		5
Vehicles		5
Other		5
Total Fixed Assets	\$ -	
Operating Capital	Amount	
Pre-Opening Salaries and Wages		
Prepaid Insurance Premiums		
Inventory		
Legal and Accounting Fees		
Rent Deposits		
Utility Deposits		
Supplies		
Advertising and Promotions		
Licenses		
Other Initial Start-Up Costs		
Working Capital (Cash On Hand)		
Total Operating Capital	\$ -	
Total Required Funds	\$ -	



Directions

1-StartingPoint

2a-PayrollYear1

2b-PayrollYrs1-3

3a-SalesForecastYear1

3b-SalesForecastYrs1-3

Decision: 3-4 page business model + 1 page of financials

- A. Business Overview
- B. Industry & Market
- C. Financial Analysis
- D. Funding & Next Steps
- E. References
- F. Financials

Full outline and financial tables at
<http://uncg.libguides.com/sec>

Social Entrepreneurship Competition sponsored by the University Libraries: Requirements

Requirements	Competitors	Nonprofits	Financials	Industries	Markets	Tutorials	APA
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Submission template

Submission template (the business model):

-  [Social Ent Comp Template](#)

Submission deadline:

Email your completed template as a .DOCX or .PDF to Steve Cramer (smcramer@uncg.edu) by **April 30, 2020 (reading day)**.

Introduction

The UNCG University Libraries is offering **\$400** each to the best undergraduate and graduate student **social entrepreneurship business models**. Second-place submissions will earn \$100 each. Participants must be **current students**. The business models can be past class projects or can be written for this competition.

Social entrepreneurship means creating **sustainable** organizations that address a problem for local or global communities in an innovative way. The organizations can be **for-profit** or **not-for-profit**, and could be social, educational, environmental, artistic, etc. in nature.

A **business model** is a short description (typically 3-4 pages plus basic financials) of a new venture. The model provides an overview, industry analysis, market analysis, financial analysis, and a discussion of funding and the next steps.

Submissions must include:

1. The 3-4 page business model, following the template (see document on the left)
2. The one page of financials, following the template
3. Citations in APA or MLA format (in-text and works-cited list)


Resources:

- [Entrepreneurship research databases](#) (to research and measure your industry and markets, create data visualizations, identify competitors, etc.), or explore the resources linked from the other tabs above.
- [Citing business databases in APA format](#)
- [Short video tutorials on business database research topics](#)

Support:

- You are welcome to contact or schedule a consultation with [Steve Cramer](#).

Business Librarian:



Steve Cramer

[Email Me](#)

Chat with Steve

Type here to chat. Press ENTER to send.

[Schedule a consultation with me](#)

Contact:
Office: Library 152B (or just ask for me at

Judging rubric

1. Clearly defining the problem or issue
2. Clearly defining and measuring the target population and geography
3. Proposing a solution that is innovative but also well-defined, realistic, and sustainable
4. Writing in a professional styles (no grammatical errors, incomplete sentences, or run-on sentences)
5. Using the business model outline and covering all the listed topics in 3-4 pages
6. Effective use of relevant, high-quality, secondary research sources (ex. for local industry size data, target market segmentation size data, and financial benchmarking)
7. Incorporating a data visualization (ex. a data map, graph, chart, etc.)
8. Effective use of primary research (for example, a personal interview)
9. Proper use of APA or MLA citations (within your text as well as the works cited list)



Judges?



Meanwhile...



So what happened on Feb. 13?

Q/A & Discussion

Final story will be posted at
<https://liaisonlife.wordpress.com/> in May.