



THE ORANGE COUNTY

**SOCIAL ENTREPRENEURSHIP**

C O M P E T I T I O N

MAY 10, 2014

Submit your business plan to enter the first county-wide social entrepreneurship competition for individuals, groups, non-profit and for-profit entities.

[entrepreneurship.saddleback.edu](http://entrepreneurship.saddleback.edu)



# THE ORANGE COUNTY

## SOCIAL ENTREPRENEURSHIP

### COMPETITION

#### COMPETITION KICK-OFF EVENT

Wednesday, February 26, 2014



For more information on the Orange County Social Entrepreneurship Competition, please contact:

#### Dr. Barbara Cox

Professor of Business  
Saddleback College  
entrepreneurship@saddleback.edu  
(949) 348-6226

The Orange County Social Entrepreneurship Competition seeks business plans for an emerging idea or replicable model from an individual or existing organization designed to solve challenges in a wide range of areas including but not limited to poverty, homelessness, environment, urban revitalization, health, and education.

Competition finalists will present their plans to the public at a presentation showcase on May 10. Following the competition, finalists will benefit from consultation services in preparation for an investor pitch in September.

Finalists from this first-of-its-kind competition will have a rare opportunity to pitch their ideas to social impact investors from across the nation, with funding possibilities upwards of \$100,000.

#### PURPOSE

The Orange County Social Entrepreneurship Competition will provide impetus for creation and development of innovative business solutions to persistent social problems.

Coaching, mentoring, and financial support will help advance the design and planning of new feasible, innovative, and sustainable businesses.

#### WHAT IS SOCIAL ENTREPRENEURSHIP?

Social entrepreneurship is the process of pursuing solutions to complex social problems through sustainable business models.

The social entrepreneur is a tenacious leader with a pragmatic vision and a solution that addresses a clear social problem. Social entrepreneurs address systems — not just the symptoms of a problem they seek to address, and their business model prioritizes social impact while generating a sustainable funding stream.

*(Published in Stanford Social Innovation Review, 2013)*





## GUIDELINES FOR SUBMITTING YOUR BUSINESS PLAN

- The competition is open to individuals, groups, non-profit and for-profit entities inside and outside of Orange County
- The submission deadline is April 18, 2014. All applicants will have access to webinar trainings and online resources to guide the preparation of their applications
- Complete your application at [entrepreneurship.saddleback.edu](http://entrepreneurship.saddleback.edu)
- Rules and regulations are available online

## JUDGING CRITERIA

- The entrepreneur demonstrates personal tenacity and brings relevant experience to the entrepreneurial endeavor
- The solution addresses a clear social problem
- The solution influences systems, not just symptoms of the problem
- The model indicates a readiness to prioritize social impact over financial gain
- The model generates a sustainable funding stream

## AWARDS

The Orange County Social Entrepreneurship Competition offers participants the opportunity to be awarded upwards of \$125,000 in combined cash, prizes, coaching and investment services.

- Cash prizes ranging from \$1,000 – \$10,000 will be awarded to the finalists
- Each finalist will receive an investor assessment and coaching services valued at more than \$20,000 to help prepare for the final pitch to potential investors
- Scholarship to enroll in a social entrepreneurship or other business course at Saddleback College

## SPONSORSHIP OPPORTUNITIES

### Outreach Partner

Promotes competition to attract participants. Outreach partners attend kick-off luncheon, presentation showcase, and investor pitch event, and provide in-kind prizes and/or services.

#### Benefits

- Logo placement on all materials and at all events
- Press recognition

### Event Sponsor (minimum \$2,500)

Sponsors webinars, panels, kick-off luncheon, final presentation showcase, or meet the investor event.

#### Benefits

*All of the benefits of the Outreach Partner plus:*

- Press release announcing sponsorship
- Sponsorship publicly recognized at kick-off luncheon on February 26
- Option for institution representative to introduce event being sponsored
- Up to 5 passes to Final Presentation Showcase

### Prize Sponsor (minimum \$5,000)

Sponsor cash prizes for competition finalists.

#### Benefits

- Exclusive branding of sponsored prize
- Option to sit on prize selection committee
- Option to introduce and present prize at presentation showcase
- Invitation to VIP reception at the September "Meet the Investor" Event
- Access to each prize winner's due diligence assessment

*For more information on sponsorship opportunities please contact:*

#### Dr. Don Rickner

Executive Director  
Saddleback College Foundation  
[drickner@saddleback.edu](mailto:drickner@saddleback.edu)  
(949) 582-4479



# THE ORANGE COUNTY SOCIAL ENTREPRENEURSHIP COMPETITION 2014 TIMELINE

**February 19**  
Registration Opens

**February 26**  
Competition Kick-off Luncheon

**April 18**  
Submission Deadline

**May 2**  
Naming of Finalists

**May 10**  
Presentation Showcase

**Summer**  
Impact Investing Fellowship for Finalists

**September**  
Presentation Pitch to Investors

## WEBINARS

**February 28**  
Social Entrepreneurship and the  
Orange County Competition

**March 7**  
Live Q & A — Social Entrepreneur-  
ship and the Orange County  
Competition

**March 14**  
Organizing and Writing Your Plan

**March 21**  
Live Q & A — Organizing and  
Writing Your Plan

**April 4**  
Developing and Delivering Your  
Presentation



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