



Have an idea that could change
the world?

Kellogg
Social Entrepreneurship Award

NORTHWESTERN UNIVERSITY



Kellogg
School of Management

*Carol and Larry Levy
Social Entrepreneurship Lab*



Levy Social Entrepreneurship Lab

Kellogg Social Entrepreneurship Award

To provide financial and resource support to social entrepreneurs at Kellogg who create ventures that address societal and environmental challenges.

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Social Entrepreneurship Fellow Award

Kellogg students who are committed to addressing **social or environmental challenges** through **novel, sustainable and well-developed** visions engage in three rounds of competition for an **\$80,000** award, **ongoing support** from the Levy Social Entrepreneurship Lab, and fast-tracked with **Echoing Green Fellowship, Unreasonable Institute** and **Impact Engine**.



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Eligibility

- All students completing their degree at the end of the respective academic year are eligible
- Must demonstrate the willingness to pursue the endeavor full time upon graduation
- The central mission of the venture must be oriented to make social impact
- Venture must be a start-up organization (in operation <2yr)
- Venture must be independent and autonomous
- Venture may take any legal form
- The decision to advance any team must be UNANIMOUS at all stages of the competition.

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Timeline

February 22	7-12pg Business Plan & Application Form
March 18	Announcement of Candidates Advancing
Week of April 8	Internal Pitch Session
Week of April 15	Announcement of Candidates Advancing
Week of April 29	External Pitch Session
Week of May 13	Pitch to Board for Final Decision

All decisions must be unanimous.

Kellogg reserves the right not to make an award.

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Business Plan Requirements

- Clearly and concisely articulates how venture will address root causes or create systemic social change
- States the theory of social change
- Indicates tangible results to date
- Defines outcome and success metrics
- Indicates the financing support plan
- Provides a financial model with at least a 3 year projection
- Outlines a 3 year implementation and operational plan
- Explains how scale will be achieved
- Summarizes the management team's strengths and areas of needed management expertise
- Identifies missing/needed resources and pathways to access them

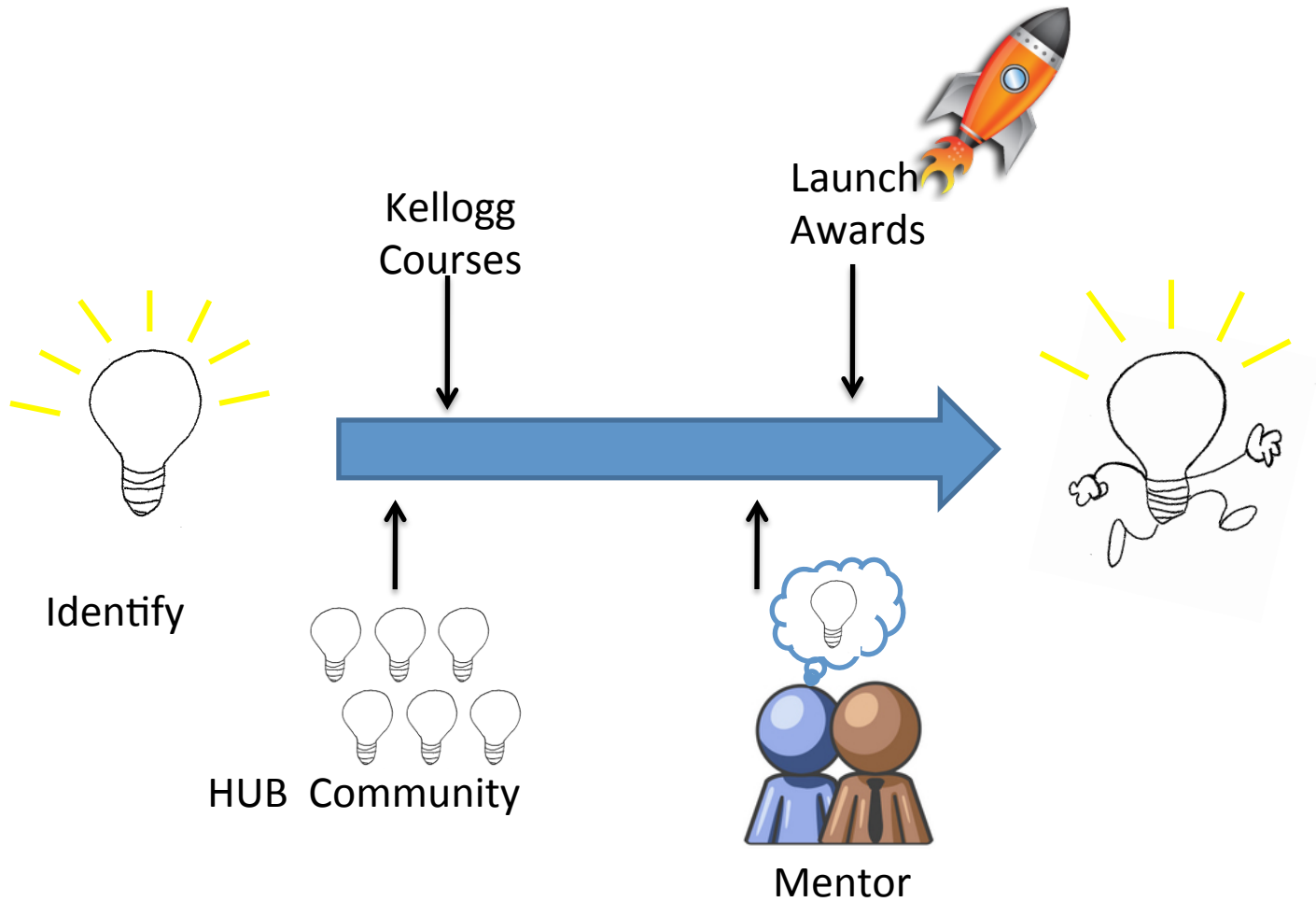
Selection Criteria

- Are the social mission and financial outcomes inextricably linked?
- Is the venture self-sustaining?
- Will the venture create significant social impact?
- Does the venture address a root cause or deliver enduring benefit?
- Is the approach innovative, unique or a significant improvement to existing approaches?
- Does the entrepreneur have a clear idea & implementation strategy? Can they execute?
- Is there a demonstrated viable scaling plan?
- Has the entrepreneur demonstrated commitment to the idea and venture?
- Is the entrepreneur the right person to launch this venture?
- Does the entrepreneur understand the fundamental assumptions and have a plan for testing/mitigating?

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Resources





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Launch Awards



Can be used for activities such as gathering substantive consumer feedback on their plan, developing and testing a prototype, and conducting a small scale pilot of a service.

Application Process

Submit a 250-500 word essay outlining idea and how they will use this funding to Jamie Jones.

Applications should:

- outline a **line-item** budget for the award,
- detail their previous commitment/investment into the concept,
- discuss their interest in pursuing this idea long term.

Applications accepted on a rolling basis from Sept. 10th – April 29th.

Selection based on enthusiasm, work plan, commitment to vision, and the effort already invested in idea.

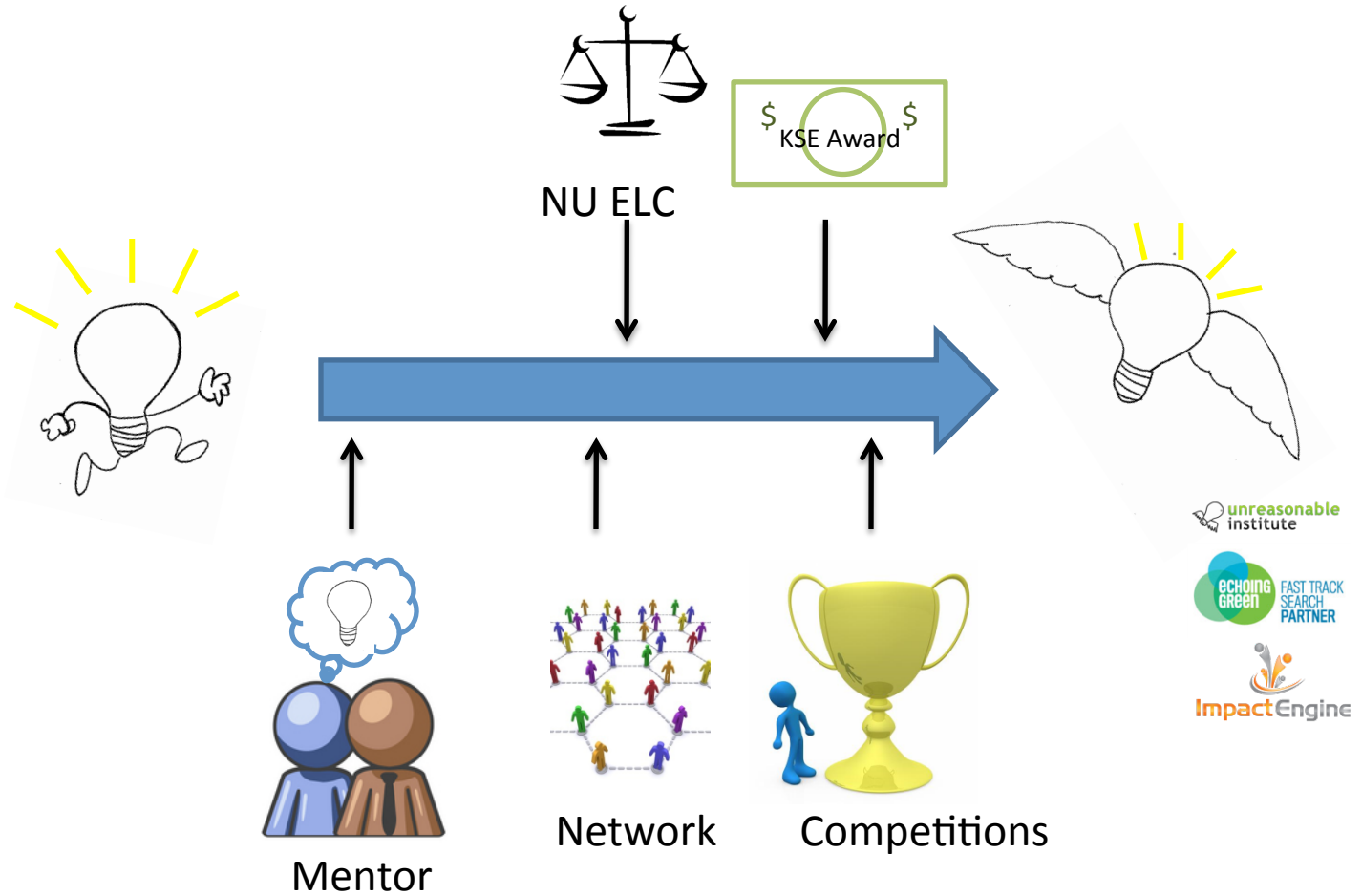
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Resources



unreasonable
institute

ECHOING
GREEN FAST TRACK
SEARCH
PARTNER

ImpactEngine

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