

Regulations for the  
**International Festival of Social Entrepreneurship**

Saint-Petersburg  
2016

## I. INTRODUCTION

The *International Festival of Social Entrepreneurship* is designed to provide university students from around the world with opportunities to practice and to develop the skills necessary for social enterprise and community projects in partnership with nonprofit organizations and businesses. The event also provides students with the tools necessary for managing and creating social enterprises through an acceleration program designed to be both instructive and practice-oriented.

## II. THE SUBJECT AND PARTICIPANTS OF THE FESTIVAL

2.1. The Festival is a mechanism to stimulate students' creativity in the field of social enterprise, and/or social entrepreneurship as well as to develop students' competencies in project management and enterprise development, which can be used successfully in their future social and professional activities.

2.2. The Goals of the festival are the:

- introduction and dissemination of the best international practices in the field of social enterprise and social entrepreneurship;
- development of students' international co-operation, leadership and entrepreneurship skills through project and innovation activity;
- Enhancing the employability of university graduates in the labor-market through the development of their universal management skills and interpersonal competencies (including soft skills).

The Festival organizers are: Saint-Petersburg National Research University of Information Technologies, Mechanics and Optics (hereinafter – ITMO University) and University of California, Los Angeles (hereinafter – UCLA).

2.3. The Festival is held for student teams from no fewer than two different universities from two different countries. Number of participating students is not limited. No more than 3 teams from each university can participate in the Festival.

2.4. The main aim of a social entrepreneur is to use market-based solutions to further social and/or environmental goals. The entries presented at the festival should fulfill a charitable mission AND be able to generate income through sales of their product or service. To enter the Festival, they need to have at least three of the four characteristics identified below:

- 1) The enterprise directly addresses a clear social problem.

- 2) The leadership team brings relevant training and experience to the endeavor.
- 3) The enterprise will generate social AND financial returns.
- 4) The enterprise has demonstrated traction evidenced by sales or investment.

2.5. At the Festival, student teams present their business plans or, their results of early stage operations that have been already completed before the festival. Each team should present their project results or submit their business-plan in the case of long-term projects.

2.6. Students will present social enterprise projects from region where their university is situated. The projects may focus on the following areas:

- 1) Social and community support projects (including elderly people, disabled people, orphaned children etc.)
- 2) Training projects for various age groups which address the consequences of natural, ecological, man-made or other disasters, and to prevent accidents.
- 3) Assistance for victims of natural, ecological, man-made or other disasters, of social, national, religious conflicts and for refugees and displaced persons.
- 4) Environmental and animal protection.
- 5) Protection and maintenance of cultural and artistic artifacts and other objects (including buildings, constructions), areas or other sites of historical, cultural or environmental importance.
- 6) Legal assistance which is free of charge or on a discounted basis for citizens (including elderly people, disabled people, orphaned children etc.) and nonprofit institutions; the legal education of the population; actions to protect human and citizen rights and freedoms.
- 7) Activities and assistance in the field of education, upbringing, science, culture, art, health care, promotion of healthy lifestyle, citizens' moral and psychological state improvement, physical culture and sport; and personal intellectual development.
- 8) Other relevant community projects.

### **III. FESTIVAL DATES AND PROCEDURES**

3.1. Registration of participants: 1 September – 30 October 2016; students can register to take part in the Festival online by clicking on the website url: <http://ifse.ifmo.ru/>

3.2. Collection of students' projects for the preliminary analysis and evaluation: 30 September -30 October 2016.



3.3. Full-time participation in the Festival 12-15 December 2016. Will be held at the ITMO University Campus, Saint-Petersburg, Russia.

#### **IV. PROJECT PRESENTATION REQUIREMENTS**

During the Festival's Final stage between the 12<sup>th</sup> and 15<sup>th</sup> December each team must present the project in accordance with the following requirements:

4.1. Providing the jury with handouts:

a) A one-page Summary Report (not more than 400 words) should introduce the project.

b) A one-page Team Description (not more than 400 words) should include team information (Names, University, Contact Information and Team Responsibility).

c) Project presentation provided in the format in pdf or ptx/pptx. The presentation structure:

- 1) Social relevance and importance of the project;
- 2) Project mission (goals);
- 3) How the business venture will work;
- 4) Market research demonstrating existence of customers;
- 5) Description of what has been already realized, if appropriate;
- 6) Long-term impact of the project;
- 7) Development proposals for potential investors;
- 8) Project risks and measures to overcome them;
- 9) Team resumes and contact details.

4.2. The working language for submitting projects is English.

4.3. Students should prepare all materials (project, presentation, accessory materials) in English. The team can provide any optional materials to present the essence of the project. These can be photo/video data reflecting the project stages, graphical data reflecting the results.

4.4. Showcase: Each team will have 15 minutes to present the project to the jury members during the pitch session at the final day of the Festival. The time slot of each team will consist of a 5-minutes PPT presentation (1-2 presenters are recommended) and answers to Jury's questions (10 minutes).

#### **V. PROJECT PRESENTATION EVALUATION CRITERIA**

**Significant Social Impact.** The extent of the social problem addressed, and the project's capacity to address it are crucial. (0 – 5)

**Large and/or Growing Market.** The products and/or services of each project should serve an underserved or growing market opportunity. (0 – 5)

**Competitive Advantage.** The ideal enterprise should have a) proprietary or patent-pending technology; b) strong brand name recognition; c) market-niche dominance; and/or d) significant first-mover advantage. (0 – 5)

**Viable Sustainability Strategy.** The social project should be capable of generating cash flows which can be used to sustain the enterprise and reduce dependence on grants or donations. (0 – 5)

**Overall Presentation.** The “pitch” is engaging, well designed and covers all the key points that are important to investors, including how much seed funding is needed and how it will be spent. (0 – 5)

## **VI. FESTIVAL JURY**

6.1. No less than 15 days prior to the festival the list of the jury members to assess the students' projects will be formulated and published on the festival official website.

6.2. The jury of the festival consists of international experts in social enterprise, and social entrepreneurship, including representatives of universities, non-profit organizations, and business

6.3. The jury evaluates projects and announces the festival winners. The Award Ceremony of the Festival will be held on the final day of the Festival.

## **VII. FESTIVAL ORGANIZERS**

7.1. Organizer's Address: Saint-Petersburg National Research University of Information Technologies, Mechanics and Optics, 325, 49 Tchaikovsky St, St. Petersburg, Russia, 197101; e-mail: socproject@corp.ifmo.ru; website: <http://ifse.ifmo.ru>.

7.2. The individual profiles of the members of the Festival secretariat members with contact information is available on the festival website – [ifse.ifmo.ru](http://ifse.ifmo.ru) in the “ABOUT – OUR TEAM” section.