

The "I Am A Changemaker" competition is in search for new breed of entrepreneurs offering innovative solutions to help solve problems in their communities.

The competition is looking for a social enterprise business plan that may come from any field such as the arts, education, science, etc. The only limit to the range of projects eligible for the award is one's ambition and imagination.

Eligible to join the competition are teams composed of Filipino citizens who are 16 to 28 years of age. Proof of age will be required from all short listed candidates.

The teams are expected to seek the advice of a mentor or an expert, but the proposals should demonstrate that are the principal owners and implementers of the venture.

The venture/proposal should exist primarily to address a social problem. Only one (1) proposal can be submitted by a team and it should have demonstrable financial viability, whether it is for-profit or not-for-profit.

The proposal should not have won in other business plan or project grant competitions of the same magnitude (national), or have received the same amount of funding for its implementation.

It should not be entered on behalf, or as a sub-project of, a non-profit, a private company or a local government unit (LGU).

The project plan must be written in plain English in the format prescribed by the British Council. It also reserves the right to disqualify any team that violates the rules, regulations or the spirit of the competition.

The "I AM A CHANGEMAKER" Social Enterprise business plan competition will award seed capital directly to the best social enterprise idea that best meets these criteria.

According to the changemaker@britishcouncil.org.ph website, for the three (3) elimination rounds – long listing, short listing, and final presentations – the following criteria will be used by judges at each round to eliminate contestants until five (5) winners are awarded Php100,000 each.

Overall concept is 20 percent that includes originality; feasibility; implementation plan and timetable; success measures; likelihood of achieving demonstrable results.

Another 20 percent for Community Impact that includes reach; depth and quality of impact (to what degree does the offered solution help solve the identified problem?); impact measures and relevance to the community being served.

Sustainability has 15 percent rating. It includes the potential for project partnerships and to receive additional funding; feasibility of the venture's financial model and goals and its potential for growth or replication (scalability) in other communities.

Risk Assessment and Contingency Plans is given another 15 percent. This criteria identifies risk

factors associated with the venture; assessment of the external environment; competitive and SWOT analysis.

Market is graded with 10 percent. The plan must show evidence of demand in the marketplace; assessment of market size and growth opportunity and demonstrated knowledge of target market.

Five (5) percent is given for Management Team or leadership potential. The ability to achieve results and promote change through working with people; strength of the project team, including evidence of previous training or experience in management, leadership, sales and marketing, technology and/or other industry-specific skills; previous work experience, where appropriate.

The competition will have one winner each from Luzon, Visayas, Mindanao and NCR and each winner will receive a prize of Php100,000. Another Php100T is also at stake for finalists who meet the special criteria set by Starbucks.

Finalists are asked to submit a three-minute video pitch to sell their innovative ideas to the judges.

Instructions for video submission will be e-mailed to the finalists.

Finalists will also have an opportunity to attend a three (3)-day training on Social Enterprise Planning and Development wherein they can also get some useful tips to help them prepare for the final presentation.

Apart from the cash prize, winners also benefit from a business incubation facility to help increase their venture's viability.

To reduce carbon footprint, the organizers will not be accepting hard copies.

Applications may be submitted by e-mail to changemaker@britishcouncil.org.ph in Microsoft Word 2003 or PDF format (on A4 paper size) not later than 5:00 p.m. on September 23, 2011.

For files exceeding 6 MB; please enclose a CD copy in a brown envelope addressed to: I am A Changemaker c/o British Council Philippines, 10th Floor, The Taipan Place, F. Ortigas Jr. Road, Ortigas Center 1605 Pasig City.

Applicants shall submit a filled-out application form and a social enterprise proposal which forms can be downloaded at changemaker@britishcouncil.org.ph

Deadline of application is on September 23, 2011 at 5 p.m. Announcement of short listed proposals will be on October 07, 2011.

Social Enterprise Plan / Start-up training will then start on October 24 to 26 while the semi-final round is conducted on October 27; and final presentations and awarding is on October 28.

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