



FAQ
2012 Social Venture Plan Competition
Seattle Pacific University

- **What is a Social Venture?**
The term social venture describes entrepreneurial activities that address two bottom lines: financial and social. A social venture addresses a felt social need while providing sustainable funding through a business activity.
- **What is a Social Venture Plan?**
A social venture plan describes, organizes, assesses and ultimately promotes a particular social venture idea.
- **What is the Social Venture Plan Competition (SVPC)?**
For the SVPC, students develop a written plan, working from a format provided in a template. Readers from the community evaluate the plans. Student competitors then present their projects at a live, trade-show display event, the SVPC Showcase Round. In this setting they describe their projects and its benefits to faculty, students and judges.
- **How is the Competition scored?**
Half of each team's score comes from the written plan and half from the Showcase Round. The team with the highest cumulative score between the two phases of the competition wins.
- **What do the winners receive?**
The grand prize is \$2,500. There is a second prize of \$1,500 (Pioneer Award) and three honorable mentions at \$1,000. There is also a People's Choice award of \$500. We attach no strings to the prize money.
- **Is this an individual or team competition?**
We encourage students to form teams. Developing a good venture plan requires a lot of brainstorming, research and writing; it is a big effort. The Showcase is a multi-hour event and teams are often better able to manage and respond to the myriad inquiries from the student visitors and judges than individual contestants.
- **Why sponsor a Social Venture Plan Competition?**
SVPC harnesses the big ideas and good intentions of SPU students, teaching them how to translate their desire to "do good" into actionable plans. It illustrates how business can be used to impact the world positively.
- **What kind of support do students receive?**
We offer a two-credit, hands-on course that walks students through the steps needed to create a social venture plan. By the end of the SVPC course (BUS 3682) students have a rough draft. Both faculty and community members, expert in specific aspects of venture planning, make short presentations and then work with teams to apply what has been presented. Students are encouraged to contact these faculty and community members if they need additional help.
- **Does the competition only appeal to Business students?**
More than half of students participating in SVPC have come from disciplines other than Business, including Apparel Design, Biology, Communications, Educational Ministries, Engineering and Political Science, just to mention a few.
- **What are the benefits to the students?**
We think that past participants (and one of our sponsors) speak most clearly to the benefits of the SVPC:
 - ... "I didn't expect to walk away with such a large network of talent and people willing to help out with [our] project." (student competitor)
 - ... "Participating in this has been a great experience. The win by [our team] was fun but as far as I am concerned it was just icing on the cake. I thoroughly enjoyed the interaction with the judges and coaches and feel I gained a lot from the experience." (past winner)
 - ... "The Social Venture Plan Competition shows how strongly SPU students feel about the social issues that confront our world. The students did outstanding work!" (SVPC sponsor)
 - ... "We had extraordinary access to both business and academic experts. They helped guide us in the mechanics of starting a business—researching our market, creating a business plan, sharpening our purpose and definition, engaging the public and potential investors." (student competitor)

Where can I get more information?

Our website is a good place to start: <http://www.spu.edu/depts/sbe/svpc.asp>. Also, feel free to contact the Center for Applied Learning at cal@spu.edu or 206.281.2942 with any questions.