

The 1st Taiwan Yunus Social Business Innovation Award Contest

**Event Name: The 1st Taiwan Yunus Social Business Innovation Awards Contest**

1. Adviser: Yunus Centre ( Taiwan)
2. Organizer: Foundation For Yunus Social Business Taiwan
3. Co-Organizers: Chang Jung Christian University, National University of Kaohsiung, National Kimen University, National Pingtung University of Science and Technology, National Kaohsiung University of Science and Technology, Soochow University, National Taichung University of Science and Technology, National Taipei University of Business, Chung Yuan Christian University, National Dong Hwa University, National Chin-Yi University of Technology.
4. Media Partners: (To be confirmed)
5. Sponsors: (To be confirmed)

**I. Eligibility**

1. Age 18 to 40 without nationality limitation.
2. Yunus Award is a team-based competition. Each team should consist of 1-5 members and one should act as the contact window. Each person could only attend one team.
3. Exclusion criteria: participants will be excluded if
  - (1) One member joins more than 1 team
  - (2) Proposed business plan has been already implemented.
  - (3) Provides or uses false information.
  - (4) Any member is a relative of the organizer's employees.

**II. Important Dates**

1. Application deadline: 2021/6/10 9:00am (postmarked at 6/10 is acceptable.)
2. Preliminary results announcement: 2021/6/30 (Wednesday) on our website
3. Semifinal contest dates and places:
  - (1) Northern district: 2021/7/15 (Thursday)  
Location: National Taipei University of Business (No. 321, Sec. 1, Jinan Rd., Zhongzheng Dist., Taipei City)
  - (2) Central district: 2021/7/22 (Thursday)  
Location: National Taichung University of Science and Technology (No. 129, Sec. 3, Sanmin Rd., North Dist., Taichung City)
  - (3) Southern district: 2021/7/29 (Thursday)  
Location: Chang Jung Christian University (No. 1, Changda Rd., Gueiren Dist., Tainan City)
4. Finalist Announcement: 2021/8/13 (Tuesday)
5. Mentoring support/consultation: 2021/8/4 (Wednesday) ~2021/8/31(Tuesday)
6. Final contest announcement: 2021/9/23 (Thursday) or 2021/9/24 (Friday) (tentative)

**III. Competition Rounds & Review Criteria**

Please submit and mail out your proposal (in accordance with the form and example provided in annex) to the following address: **Foundation for Yunus Social Business**, 4<sup>th</sup> Fl., No. 102, Dunhua N. Rd., Songshan Dist., Taipei City. **The mail day of a hardcopy is due on 6/10 (postmarked at deadline of 6/10th is acceptable)**

**Round 1: Preliminary**

- ( 1 ) **Pre-selection assessment procedure:** Each team's proposal will be assessed and scored against criteria by assessors. The pre-selection panel will evaluate each application against the 5 selection criteria below and score them based upon weighted percentages.

( 2 ) Selection criteria :

	Criterion	Weight
A	The 7 Principles of Social Business Defined by Prof. Yunus	20%
B	Business Model	30%
C	Social Impact and expected outcomes	20%
D	Financial sustainability of proposal	20%
E	Proposal overall perfection	10%

Note 1: SDGs <https://sdgs.un.org/goals>

Note 2: The 7 Principles of Social Business Defined by Prof. Yunus

1. Business objective should include to overcome poverty, or one or more problems (such as education, health, technology access, and environment) which threaten people and society; not profit maximization.
2. Financial and economic sustainability.
3. Investors get back their investment amount only. No dividend is given beyond original investment amount (original capital).
4. When investment amount is paid back, company profit stays with the company for expansion and improvement.
5. Environmentally conscious.
6. Worker gets market wage with better working conditions.
7. Do it with joy.

**Round2: Semifinal Contest**

- ( 1 ) **Procedure:** candidates will pitch their business plans to our judge panels in northern, central, and southern districts respectively. Experts are comprised of individuals with significant industry expertise in social business fields and Professors from academics. Candidates should submit presentation (in English or Chinese) 2 days before the contest. On the contest day at least 3 members should present. Each team has 10 minutes for presentation and 10 minutes for answering questions. Experts assess business plans by using the select criteria as below:

( 2 ) Selection Criteria

	Criteria	Weight
A	Completion of Business Model	25%
B	Social Impact and expected outcomes	20%
C	Financial sustainability of proposal	20%
D	Degree of innovation	15%
E	Workplace and Employee retention plan (welfare, Environmental consciousness, gender equality)	10%
F	Presentation and questions answering skills	10%

(3) There will be fifteen finalists selected by judge panel based upon the scores earned. The semi-finalists will be awarded certificates of Participation.

(4) Mentoring Support for Semi-finalists:

4.1. Workshops and expert sessions will be provided to support the semi-finalists in developing their Detailed Plan.

4.2. Teams will be paired and have a 2 hour online or offline mentoring/consultation with an industry expert only once.

### Round3: Final Contest

**Procedure:** candidates should submit their presentations one week before the contest (in English only.) On the contest day, all members should participate in this presentation (missing members will affect the final score).

- (1) Business plans presentation in Chinese Mandarin: Each team has 8 minutes to present in English and 6 minutes to answer questions.
- (2) Business plans presentation in English: winning teams will be selected by Nobel Peace laureate Professor Muhammad Yunus and judge panel. Each team has 3 mins to present and 2 mins to answer questions.

Selection Criterion :

	Criteria	Weight
A	Completion of Business Model	25%
B	Social Impact and expected outcomes	20%
C	Financial sustainability of proposal	20%
D	Degree of innovation	15%
E	Workplace and Employee retention plan ( welfare, environmental consciousness gender equality )	10%
F	Presentation and questions answering skills	10%

### D. Prizes

- First prize: NTD150,000 and a certificate of merit, Trophy (1 team)
- Second prize: NTD80,000 and a certificate of merit, Trophy (1 team)
- Third prize: NTD50,000, and a certificate of merit, Trophy (1 team)
- Outstanding prize: NTD25,000 and a certificate of merit (2 teams)
- Merit prize: NTD10,000, and a certificate of merit (2 teams)

\* All prize-winning teams will be rewarded by cash. The amount is before tax.

\*Each team member of a winning team must present their IDs when receiving cash prize. (Note: according to the income tax law in Taiwan.)

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**Project Briefing (no more than 1 page)**

Info	Content
Team name	
Project name	
Vision and goal	
Targeted social issues	
Innovative business model	
Social impact and Influence	
Manpower	

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**Proposal**

The proposal must include following elements. This is a guide to draft your Business plan/ Nonprofit venture; the template is tailored to the content of your plan but is not intended as a rigid one model fits all cases.

1. Describe /define a social issue that is going to be tackled:

For example, tube wells were contaminated by arsenic in rural area where villagers might be exposed to and then at risk of being poisoned. For a long period of time villagers had no access to safe drinking water which is the critical health issues to local families.

2. **Vision, Goal and Mission** (as to the societal need it will address):

For example,

**Goal:** Build a water filtration plant that provides health safe drinking water. A social enterprise plan is proposed, which operates as a business that all profits will be reinvested back to scale up venture in order to further provide services to other contaminated rural communities.

**Mission:** local habitants and neighboring communities will benefit from gaining access to safe drinking water.

**Vision:** The program will build another water treatment plant within the next 5 years to provide safe drinking water to other 10 rural communities.

3. **Innovative business model:** Describe the level of demand (need) for the services or products that the venture will provide to solve the addressed social issues mentioned above and what strategies will you adopt to generate profits in a financially sustainable way? Is there other similar business within the geographic area in which the venture will operate?



4. Social Impact and expected outcomes of the venture:

- (1) Stakeholder (Direct/Indirect) description ?
- (2) Expected outcomes and evaluation plan (in terms of how you will measure whether the outcomes are accomplished)
- (3) Final solution

For example: Expected outcome is that villagers living in arsenic contaminated area can access to safe drinking water. An estimated at risk 3000 villagers will have access to improved water source at a low price daily in the meantime 4 job opportunities are created.

5. Financial sustainability: Project scope and budget, capital resources, cost and pricing, finance prediction  
 For example: the business will create 8 more job opportunities within next 5 years and provide safe drinking water to another 4000 villagers. The plan is intended to be financially sustainable with profits generating each year.

6. Human Resource ( member introduction, experience and expertise )

**【 Note 】**

- The proposal must be written in Times New Roman 12 size horizontal (from left to right) in A4 paper with page numbers.
- Reference sources to support your analysis.
- Other supporting materials can be attached as annex