

IMPACT PROPOSAL

Guidelines:

- 1) *The Impact Proposal has 8 parts (A to H) and has various questions under each part. Answering all questions is mandatory unless otherwise specified.*
- 2) *Answers to all questions should be provided ONLY in the space provided.*
- 3) *The set formatting (Font Size, Alignment, Colour, etc.) and any existing content CANNOT be modified.*
- 4) *Images/tables can be inserted into the textboxes wherever applicable.*
- 5) *A team can contain any number of members. Question F1 should include details of ALL team members. However for Question A5, details of only up to 2 team members who will represent the social enterprise in the challenge are required.*
- 6) *This document should be saved in PDF format with the name of the Social Enterprise as the file name. The size of this document should not exceed 10MB. NO additional files can be attached along with this document.*
- 7) *Failure to disclose vital information or misrepresentation by the participant(s) could lead to disqualification and could also affect participation in future editions of the TATA Social Enterprise Challenge.*
- 8) *While the participant(s) retain all the rights of their proposal, the information shared will be used for the purpose of this Challenge and its promotion.*

PART A: GENERAL INFORMATION

1. Name of the Social Enterprise

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2. Is this an idea (with proof of Concept) or a Venture?

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3. Website (if any)

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4. Location

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5. Team Members (Only up to 2 representing):

Name	Designation

6. Sector (Mark YES in front of any ONE of the following; If 'Others', please specify):

Agriculture, Food, Dairy	
Healthcare, Water and Sanitation	
Technology and Development	
Education	
Housing	
Handicrafts	
Energy	
Microfinance/Financial Inclusion	
Others	

7. Business Model (For Profit/Not-for-Profit/Hybrid):

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PART B: THE MARKET

1. Who are your target customers? What are their economic profiles?

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2. What is the need you are addressing? How do you know that the customers have this need?

3. What are the existing solutions for the need you are addressing? (Substitutes, Competitors, etc.)

7. Annual Financial Statements: (Since Founding)

Year				
Revenue				
Expenditure				
Net				

8. Describe the work done so far in terms of Business, Financial and Social Impact milestones achieved:

Business	
Financial	
Social Impact	

9. What are the challenges you have faced so far?

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PART C (II): THE IDEA

1. Briefly describe your idea (Maximum 200 words)

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2. What is the proof that your solution works (Proof of Concept)?

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3. Have you received any support/acknowledgement for your idea? (Govt. Approval, NGO Support, Appreciation, etc.)

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4. What are the challenges you have faced so far?

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PART D: THE BUSINESS MODEL

1. How does/will your venture make money?

2. What are/will be the expenses for your venture?

3. Who are your competitors in this space?

4. What are the significant advantages that your venture has/will have over current available options?

5. How will you attract your customers?

PART E: THE SOCIAL IMPACT

1. How do you measure the social impact you are having?

2. What is the social impact that your venture can generate? (Please support with numbers)

3. What is the final outcome that your product or service will provide for each stakeholder (Customers, Employees, etc.)?

4. Is your business plan replicable in another region? What are the factors which will impact the same?

PART F: THE TEAM

1. Briefly introduce ALL team members

MEMBER 1

Name	
Email Id	
Phone Number	
Highest Educational Qualification	
Work Experience	
Role in Venture	
Expertise/Skills	

MEMBER 2

Name	
Email Id	
Phone Number	
Highest Educational Qualification	
Work Experience	
Role in Venture	
Expertise/Skills	

2. What are the unique skills that your team possesses which are best suited to work on this idea/venture?

PART G: FUTURE PLAN

1. What are you looking for (Investment, Mentorship, etc.)?

2. How do you see the venture over the next five years (Business, Financial, and Social Impact Milestones)?

Business	
Financial	
Social Impact	

3. Financial Projections: (Starting from 2012-13)

Year	2012-13	2013-14	2014-15	2015-16	2016-17
Revenue					
Expenditure					
Net					

Clearly state the assumptions used for the above projections:

4. How much funds do you require?

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5. How will the funds be utilised?

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6. What are the challenges that you foresee? How do you plan to overcome them?

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PART H: OTHER

1. Use the space below to cover details with respect to Business Model or Social Impact not described so far: (Maximum of 100 words)

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