



2010 Innovative Business Plan Competition

May 12, 2010



Children's Board
HILLSBOROUGH COUNTY

Dreams Worth Growing

Agenda

- Welcome and Introductions
- Overview of CBHC and Social Enterprise Initiative
- Innovative Business Plan Competition Guidelines
- Business Plan Training Overview
- Business Plan Format
- Questions

Children's Board of Hillsborough County

- Established by local referendum in 1988
- Independent Taxing District
- .5 millage rate
- Unique to Florida
- Governed by a 10 member Board
- \$39 Million Budget – Discretionary Funds
- Programmatic budget of \$33.9 Million

Vision

Hillsborough County will be recognized as one of the top places in the nation to raise children.

Social Enterprise – What is it?

Social Enterprise is any earned income business or strategy undertaken by a nonprofit for the purpose of generating revenue in support of the nonprofit's social mission.

How we got Started....

- 1999 – Explored different strategies
- 2000 – The National Center for Social Entrepreneurs
- 2005-06 – Transitioning to CBHC and local Consultants
 - Individualized technical assistance and coaching to alumni and current class.

Innovative Business Plan Competition

- Partnership with the Rotary Club of Tampa
- Encourage social entrepreneurial ventures by Hillsborough County not for profit organizations
- Business Plan must be for a earned income venture
- Awards:
 - 1st Place - \$25,000
 - 2nd Place - \$15,000

Eligibility Requirements

- Hillsborough County non-profit organization serving children & families
- Headquarter or doing substantial related business in Hillsborough County
- Venture may be for a non-profit subsidiary, a for-profit subsidiary or a program of your non-profit organization

Eligibility Requirements

- One business plan per organization
- Individuals are not eligible
- Business Plan must be for a new earned income venture or a venture that has been in operation for less than 24 months as of 1/1/10
- Winners of the 2008 & 2009 competitions are not eligible

Innovative Business Plan Competition Timeline

- Letter of Intent
 - Due Friday 5/27/10 by 4:00 PM.
 - Submit by US Mail or e-mail
 - Updates and on-going correspondence will only be sent to organizations that submit Letters of Intent.

Innovative Business Plan Competition Timeline

- **Business Plan Submission**
 - Due Friday, 7/30/10 by 4:00 PM
 - Initial Review of Plans – Week of 8/9/10
- **Community Review Team – Week of 8/23/10**
 - Presentation by Finalists
 - Rotary of Tampa
- **Social Enterprise Conference and Award Ceremony – Thursday 9/16/10**

Business Plan Format

- Comprehensive template provided in Microsoft Word and Excel formats
- 8 1/2 x 11 paper, one-side only, 12 pt font
- Maximum 20 pages **excluding** cover page, table of contents, and reasonable attachments
- Original & 5 copies including all attachments.
- Original **without** staples or binding. Copies may be bound and packaged for the reviewers.

Business Training Sessions

- All Sessions offered 9:00 a.m. to Noon
Sessions *are not* mandatory but recommended
- Sessions are open to anyone from your organization, even if they are not working on the specific venture

Business Training Sessions

- Session 1: Thursday 6/3/10:
 - Description of Social Enterprise Venture
 - Industry and Market Analysis
- Session 2: Tuesday, 6/15/10**:
 - Marketing Plan Summary
 - Management Plan Summary
 - Operational Plan summary

****Note change from original notice**

Business Training Sessions

- Session 3: Thursday, 7/1/10:
 - Return on Investment (ROI)
 - Financial Plan
 - Business goals & Objectives
- Session 4: Thursday 7/15/10:
 - Packaging Your Plan
 - Feedback on Business Plan

Ongoing Support

- 1:1 coaching
- Market research assistance
- Draft reviews with feedback
- Presentation practice & feedback
 - August 19

Innovative Business Plan Competition

Question??

Resources

- Yale School of Management
<http://www.ventures.yale.edu/>
- Social Enterprise Alliance
<http://www.se-alliance.org/>
- Children's Board of Hillsborough County
<http://www.childrensboard.org>

Contact Information

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