

GWC 2021 : SPRING EDITION

Applicant Resource Guide

I. Overview

The Give Work Challenge is a social business plan competition for Samasource workers and alumni in East Africa. The program identifies the best business ventures to receive funding and mentorship by Samasource staff, donors, and board members. The goal of the program is to grow social business in the region and further the follow-on job opportunities for our community of workers and alumni.

Give Work Challenge Prizes

This year, you will be competing against your region.

Total of \$16,000 to be allocated as determined by a final judging panel

- \$4000 : Gulu
- \$4000 : Kampala
- \$8000 : Nairobi

Objectives

- Create alternative streams of wealth and increase worker income
- Help support the existing entrepreneurial spirit within the team
- Incentivize job creation and locally-owned businesses that pay living wages
- Extend the depth of Samasource' positive global impact

Eligibility:

- The GWC Spring edition is open to SamaDC Nairobi, SamaDC Gulu and SamaDC Kampala.
- The Spring edition is for EXISTING BUSINESSES ONLY that are in stage 1 and stage 2 of the [Business Lifecycle](#)
- While we do not have a limiting theme this year All business plans submitted MUST have one or more [green business practices](#) at their core, in addition to meeting criteria for providing living wages and spreading employment throughout the region.
- **Participants will enter the challenge as teams. Each team must have a minimum of 2 members. The Core members of the team must be a Samasource employee.**
- Participants must have worked on Samasource projects for at least 9 months
- Participants MUST have maintained consistency in meeting performance targets
- Applicants must create an account with YCombinator startup school and must have completed at least 1 module at the time of application.
- Submit a complete Lean Canvas to the vetting panel on/before the announced deadline.

How to win

- Business ideas should be aligned with Samasource core values and mission:
 - Giving living wage, dignified work
 - Samasource values: Grit, GTD, Integrity, Humanity,
 - Incorporate sustainable operations and circular business practices
- Participants should articulate and submit a well-thought-out and complete business plan with a clear financial plan (see examples and links below) and pitch deck.
- Submissions must be existing business ventures

- Ideas will be evaluated by a panel of judges in 3 competition rounds

Expectations:

- Winning teams are expected to invest the funds into running their business immediately, AND meet the following obligations:
 - Monthly report on business progress for the first 12 months after winning
 - Quarterly video review delivered to the judging panel and internal Samasource stakeholders.
 - Share their journey on the Give Work Challenge storyboard and social media sites in coordination with the Leila Janah Foundation team
 - Winners are required to complete and attend all Webinars, Mentorship sessions and Trainings as per the calendar invites and scheduling
 - Prize money will be allocated in 3 Milestone phases.

Participation Requirements:

All applications to be sent online at www.leilahjanahfoundation/apply

Round 1: Eligibility Screening/Application Vetting

- Only complete applications will be considered
- All completed applications will be reviewed by a screening committee consisting of San Francisco HQ + SamaDC Nairobi management team members.
- Successful entrants will be notified via email to move into Round 2.

Round 1 Submission Requirements: Click on www.leilahjanahfoundation/apply

- Applicants MUST use this Lean Canvas Format: ([Lean Canvas Template](#))
- Excel-based budget
- Team resumes/bios
- Deliverables should be grouped together in ZIP file in either Adobe PDF file format (preferred) or Microsoft Word/Excel-compatible text documents with the following filename: **TeamName_GWC2021spring_Round1**.
 - The team name should appear on each page of each deliverable.
 - Text pages should be single-sided and single-spaced with 11-point font minimum and 0.75 inch margins.
 - *Samasource reserves the right to disqualify your application if submission and formatting guidelines are not followed.*

Send all files through www.leilahjanahfoundation/apply

Teams moving to the Final round will be notified via Email

Resources: Check out the [Global Social Venture Competition templates as core resources](#) to put together your Budget and Team Bios. Download your Lean Canvas: [Simple Business Plan template](#)

Round 2 Submission Requirements

- Applicants MUST create a 2 minute video pitch

- ❑ Video should be sent in mp4 format and should not be larger than 25MB with the following filename: **TeamName_GWC2021Spring_Round2.**
 - ❑ The team name should appear on video title
 - ❑ Video should not be larger than 25MB
 - *Samasource reserves the right to disqualify your application if submission and formatting guidelines are not followed.*

Example of a video: https://www.youtube.com/channel/UCNhn_c2Kx7rJquYGTDIJkHg
<https://www.youtube.com/watch?v=JDbyb-akdig>

Send all files to gwc@leilajanafoundation.org

Teams moving to the Final round will be notified via Email

Round 3: Finals Submission Requirements

- ❑ Round 1 Submission Materials (Updated if applicable)
- ❑ Pitch deck to be submitted 5 days before Final judging (15 slides maximum, including Title and Appendix slides)
 - ❑ Please create pitch deck in Google Slides
- ❑ Deliverables should be grouped together in ZIP file in either Adobe PDF file format (preferred) or Microsoft Word/Excel-compatible text documents with the following filename: **TeamName_GWC2021Spring_Round3.**
 - ❑ Submit the Pitch Deck as a separate document (Google slides/Powerpoint preferred; PDF also accepted) with the filename: **TeamName_GWC2021Spring_PitchDeck.**

Send all files to gwc@leilajanafoundation.org

Judging Criteria:

Give Work Challenge applicants are evaluated based on criteria from the globally recognized [Global Social Venture Competition](#) (GSVC) in California. The criteria will be scored on a scale of 1-5 and will be equally weighted to determine a venture's overall score at each stage of the competition.

1. **Business Potential:** Strong ventures link a clearly defined social, economic, and/or environmental problem with a compelling economic opportunity. Ventures should be designed to fit a specific market and should reflect a deep understanding of the problem they aim to solve, core customers and other key stakeholders. In addition to generating social and/or environmental impact, ventures should be financially feasible, fundable, and scalable.
 - A. Opportunity**
 - Venture addresses a clearly defined social, economic, and/or environmental problem
 - Venture operates in a market in which there is a compelling economic opportunity
 - Venture is designed for a well-defined customer and has a customer acquisition strategy
 - Venture reflects a deep understanding of the problem they aim to solve and other key stakeholders (beneficiaries, partners, employees, investors), and a thorough analysis of the competitive landscape
 - B. Solution**
 - Venture offers a clear value proposition(s) to its customer and other key stakeholders
 - Venture has sustainable, defensible sources of competitive advantage
 - Product or service fits the target market
 - Product or service has a clear value chain and roadmap

1. **The likelihood for Success:** Successful ventures are made possible by strong teams, and ideas are only as good as their execution. A venture's business and social impact potential depends on the team that stands behind it, and that team's ability to carry it forward.
 - A. Quality of Team**
 - Members are passionate, committed, and resourceful
 - The team is balanced, with relevant and diverse domain and industry experience that complement each other and make them competitively qualified to execute their idea
 - Ability to execute:
 - Team's dedication and particular composition and balance has contributed to its track record of progress over time
 - Team has leveraged access to resources and education, including mentors, advisors, and collaborators
 - The team recognizes what key skills and expertise they are missing and has a clear plan to address these gaps
 - Presentation is professional, persuasive, and organized*
 - B. Implementation**
 - The venture has a clearly defined vision and growth objectives
 - Plan includes a coherent and convincing go-to-market strategy
 - Team has a clear execution plan and is prepared to address potential risks
 - C. Organizational Fit**
 - Venture's core values support its vision and desired outcomes

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Below are some resources to help guide you through this journey.

Defining Impact:

Submit your answers to the four questions below, as well as your Impact Value Chain and Theory of Change.

- What is the challenge you are trying to solve?
- Why is this challenge important?
- How do you intend to solve this challenge?
- What is your vision for the future beyond solving the immediate challenge?

Quantify Your Social Impact:

Use of supplemental guidance is optional and is intended to help you answer the four questions above. The Theory of Change methodology describes why the venture's activities will lead to the ultimate desired outcomes. The Impact Value Chain describes how the venture's activities will lead to the desired outcomes.

- Select one or two metrics that most closely align with the impact you are trying to achieve.
- Select a handful of sub-metrics that are used for other purposes beyond your high-level mission. These purposes are fully described in the Social Impact Assessment Guidelines on the GSVC website. It is up to you whether you include sub-metrics and how many you would like to include, though we recommend focusing on 5 or fewer.
- Use [IRIS metrics](https://iris.thegiin.org/metrics) where possible. Please go to their website (<https://iris.thegiin.org/metrics>) to learn more.

Track Your Social Impact:

- Refer to the metrics you selected under Quantify.
- Describe your plan for collecting information to help you track these metrics on an ongoing basis. Many organizations are increasingly using lean data collection techniques to track their metrics,

and we have provided optional supplemental guidance document regarding lean data collection techniques.

Building a Startup:

Building a startup is not easy. But there are several resources online to help you get started

- Steve Blank has great videos on [“How to Build a Startup” Videos](#) and the Customer discovery process.
- Lean Startup Principles: [“An MVP is not a Cheaper Product...”](#)

Understanding your stakeholders:

The backbone of your company will be your customers. It is important that you understand them and have the right conversations with them.

- [“Talking to Humans: Success starts with understanding your customers](#)

Business Model submissions

Communicate your business model in a format that is easy to understand

- Use this Lean Canvas Format: [Simple Business Plan template](#)
- You can find more examples of [Lean Canvas' here](#)
- Easy to use Excel-based [Budget templates](#)
- 30 Best meet the [team Bios/Profiles](#)

Presentation and Communication:

Articulating your business is an Art. For your audience and customers to understand you better, you have to communicate the right message. Here are some resources to help.

- [Storytelling for startups](#)
- [Getting your story straight](#)
- The [perfect pitch](#) that tells a story
- [Pitch Videos](#)
- Suggestions for [Your pitch deck](#) from the Global Social Venture competition