



THE GREAT
SOCIAL ENTERPRISE
PITCH™

Learn more at LANCASTERPITCH.COM



Agenda

- Introductions
- Pitch Overview
 - Timeline
 - Judging Criteria
 - Guidelines
- Social Enterprise 101
- Q&A

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Introductions

- Lancaster County Community Foundation
- ASSETS

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Role of the Lancaster County Community Foundation



EST. 1924



LANCASTER COUNTY
COMMUNITY
FOUNDATION

LANCFOUND.ORG

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“
THE OTHER BUSINESS
OWNERS ACTUALLY
EMPOWER ME TO
KEEP GOING WHEN
TIMES GET TOUGH.
”

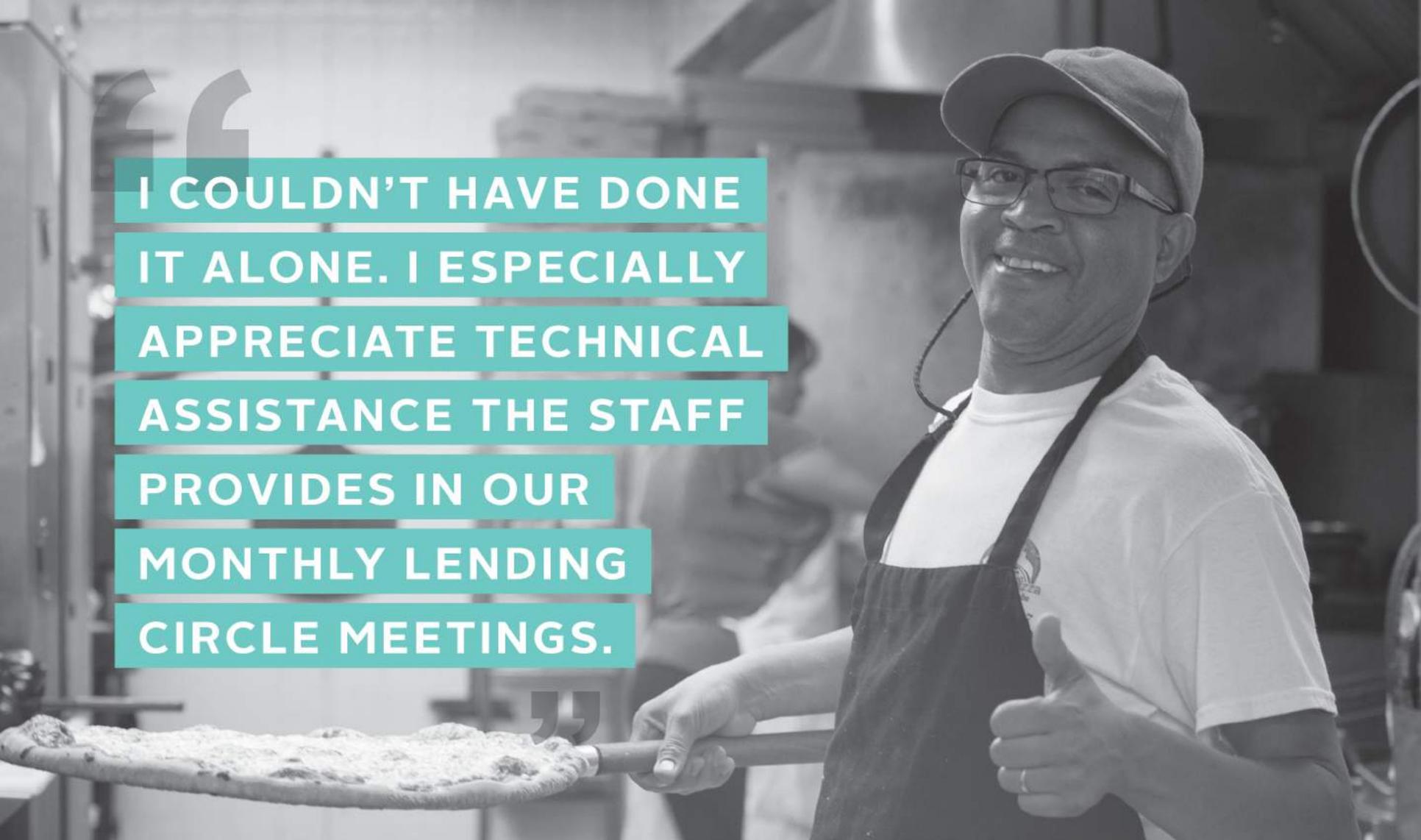
FALESHA MARTIN

Turn N' Headz Salon

*447 S Prince St, Lancaster, PA
717-327-8708*



Learning Circles



I COULDN'T HAVE DONE
IT ALONE. I ESPECIALLY
APPRECIATE TECHNICAL
ASSISTANCE THE STAFF
PROVIDES IN OUR
MONTHLY LENDING
CIRCLE MEETINGS.

RAMON ESPINO

Espino's Pizza

323 W Lemon St, Lancaster, PA
717-207-9237

Lending Circles

Impact Financing



**ASSETS TRULY UNDERSTANDS
BOTH THE IMPORTANCE OF
SOCIAL IMPACT BUSINESSES
LIKE OURS AND PATIENT
CAPITAL.**

”

CHARLIE CRYSTLE
Lancaster Food Company



“
BECAUSE OF THE
WOMEN’S LEADERSHIP
CIRCLE, I RUN MY BUSINESS,
PRECISION IMPORTS INC.,
MORE CONSCIOUSLY, MORE
AUTHENTICALLY ALIGNED
TO MY VALUES AND ETHICS.”

JULIE SARAGOSA

Precision Imports Inc.

4 S State St, Brownstown, PA
AutoRepairBrownstown.com

Women’s Leadership Circles

Goal of the Pitch

- Develop local Social Enterprise ideas while raising awareness of Social Enterprise as a viable option in addressing pressing social and environmental issues in our community.

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Preference for Thriving Wage Jobs

Those with Barriers to Employment as defined by the Workforce Innovation and Opportunity Act:

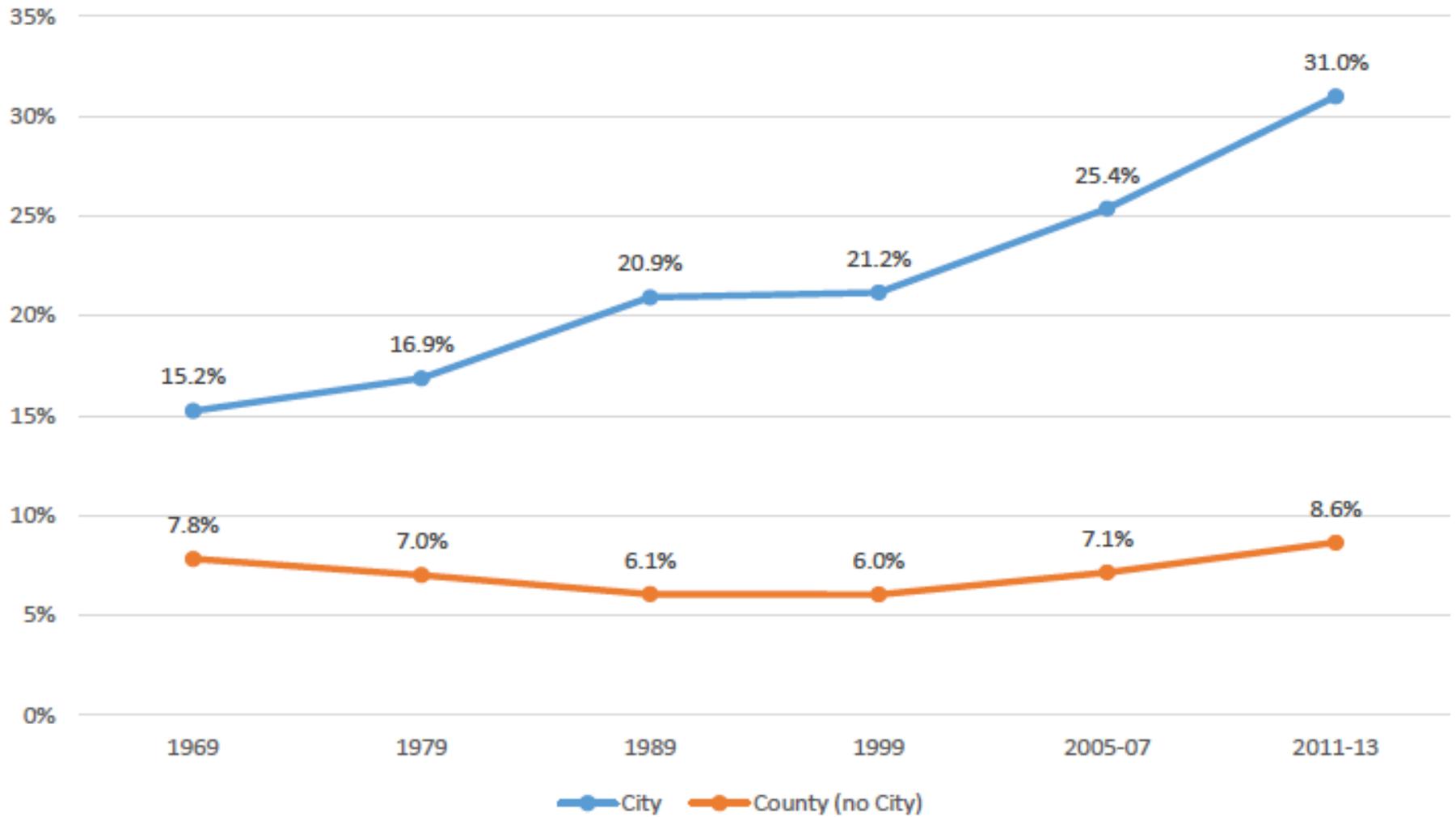
Displaced homemakers; Indians, Alaskan Natives and Native Hawaiians; individuals with disabilities including youth with disabilities; older individuals; ex-offenders; homeless individuals; youth who are in or have aged out of the foster care system; individuals who are English language learners, individuals with low levels of literacy and individuals facing cultural barriers; eligible migrant and seasonal farmworkers; individuals within two years of exhausting lifetime eligibility under TANF; single parents to include single pregnant women; and long-term unemployed individuals.

(<http://www.portal.state.pa.us/portal/server.pt?open=18&objID=1616470&mode=2>)

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Poverty Rates: 1969-2013

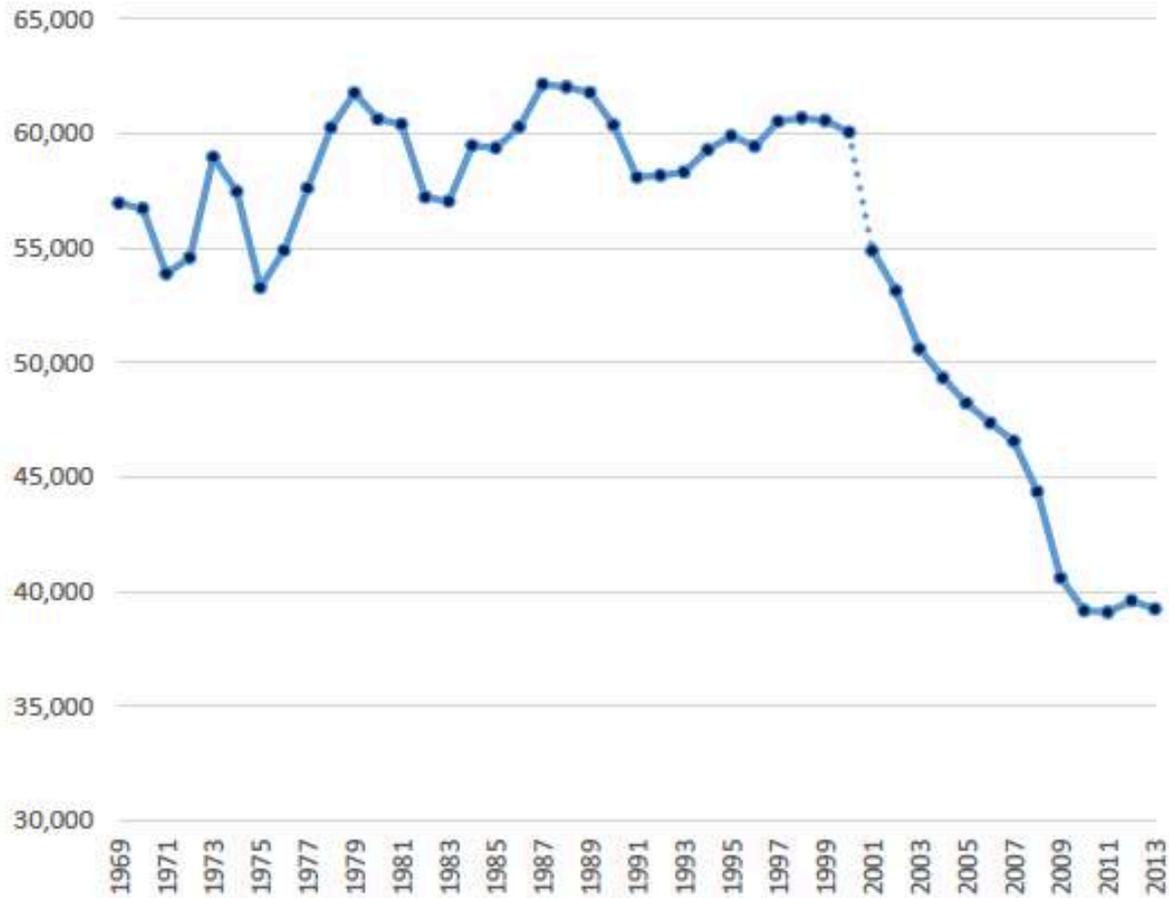


Data sources: Decennial Census data extracted from the University of Minnesota National Historic Geographic Information System, Census American Community Survey 3-year estimates. Calculations by the Floyd Institute for Public Policy, Franklin & Marshall College.

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Lancaster County Manufacturing Jobs



Data source: Bureau of Economic Analysis -Local Area Personal Income dataset. Calculations by the Floyd Institute for Public Policy, Franklin & Marshall College.

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Power of the Private Sector

- US Philanthropy = \$360 Billion
- Restaurant Spending = \$341 Billion

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Definition of Social Enterprise

- Market-based, income generating activities which, through the business model and revenues, have a positive social or environmental impact. The legal structure can be for-profit or non-profit.

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Pitch Judging Criteria

- Clarity on need
- Potential impact
- Market demand
- Profitability/Sustainability
- Leadership
- Scalability

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Timeline

- Today! Info session
- March 31 & April 6: Spark Sessions
- April 11: Application Deadline (10 accepted)
- April 15: Notification
- May 3 – August 2: Idea Incubators (12 total sessions), Tuesdays 6 – 9 PM
- August 24 – September 14: Crowdfunding
- September 30: Live Pitch (5 advance)

Learn more at LANCASTERPITCH.COM

Spark Sessions

- March 31 & April 6; 6 – 8 PM @ ASSETS
- Optional!
- Safe Space
- Collaborative Brainstorm
- Idea Checking
- Concept Validation
- Short Pitch followed by Group Feedback

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Idea Incubators

- May 3 through August 2
- 12 Tuesdays from 6 – 9 PM
- 3 weeks of content + 1 week feedback; 1 week break between modules
- Module 1: Impact
- Module 2: Business Model/Finances
- Module 3: Marketing

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Crowdfunding

- Mini-Module Prep: Aug. 9 & 16
- Succinct overview & short video required
- Crowdfunding Launch at Zoetropolis: Aug. 24
- Crowdfunding: Aug 24 – Sept 14
- Last year 8 participants raised \$42,500 in 3 weeks

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Live Pitch

- Friday September 30, 7 PM, Ware Center
- 5 ideas
- 5 judges
- 5 minutes



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Prize Slate

- Over \$50,000 in cash & pro-bono services in 2015; Expect over \$60,000 this year!
- \$7,500 (1st); \$4,000 (2nd); \$2,000 (3rd); \$1,000 (4th); \$500 (5th)
- A mix of pro-bono marketing, legal, financial and administrative services
- Paid to individual or business entity

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Entry & Application

- No Fee
- Individuals or teams
- Applicants can submit more than 1 entry, however only 1 entry per team will be selected for advancement to the Pitch

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Eligibility

- Start-up or existing enterprise
- Original work
- Must attend Idea Incubators
- Teams = no more than 2 people can attend Idea Incubators

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Application

- Deadline April 11, 11:59 PM
- Online @ LancasterPitch.com
- Ranking based on Judging Criteria
 - Clarity on need
 - Potential impact
 - Market demand
 - Profitability/Sustainability
 - Leadership
 - Scalability
- Notification April 15

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Benefits

- Refine & Test Idea
- Peer & Expert Support
- Platform to Launch or Grow
- Catalyzes Ideas
- Crowdfunding = \$ + Awareness
- Prep and Practice to Pitch
- Introduction to Investors/Supporters (including Community Foundation!)
- Cash & Pro-Bono Prizes

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Social Enterprise 101

Learn more at LANCASTERPITCH.COM



The Impact Business Continuum



Learn more at LANCASTERPITCH.COM

Non-profit organization with a revenue stream

ASSETS

- Non-profit
- Generates some income through class fees and interest on microloans
- Very Highly Subsidized

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The Impact Business Continuum

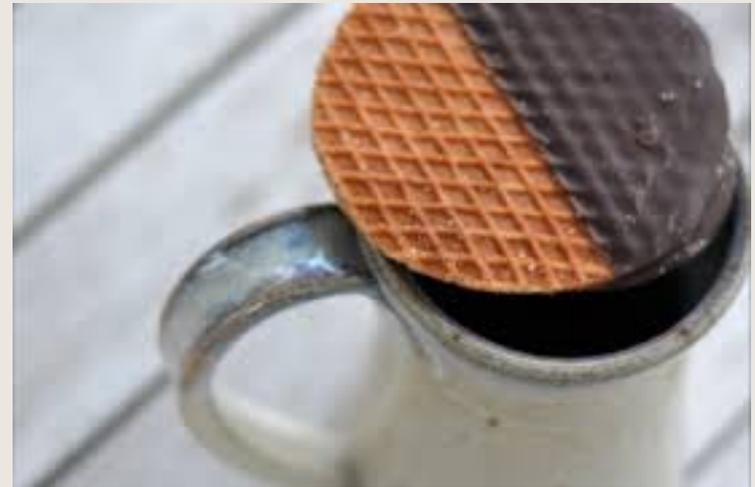


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Employment-focused Social Enterprise

Stroopies

- Cookie Company
- Employees refugees who are new to the US and have difficulties finding employment
- Pays livable wages
- **Positive Impact on Employees**



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The Impact Business Continuum



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Consumer-Focused Social Enterprise

Fare & Square

- Supermarket providing affordable, healthy groceries in a “Food Desert”
- **Positive Impact on Consumers**



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The Impact Business Continuum



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Environmental-Focused Social Enterprise

Ecovative

- Makes packing material out of mushrooms
- Eliminates the need for Styrofoam
- **Positive Impact on Environment**



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The Impact Business Continuum



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Values-Driven Business

Ben & Jerry's

- Goes about business in a way that builds up community and environment
- Conscious about supply chain
- “Do No Harm”



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The Impact Business Continuum

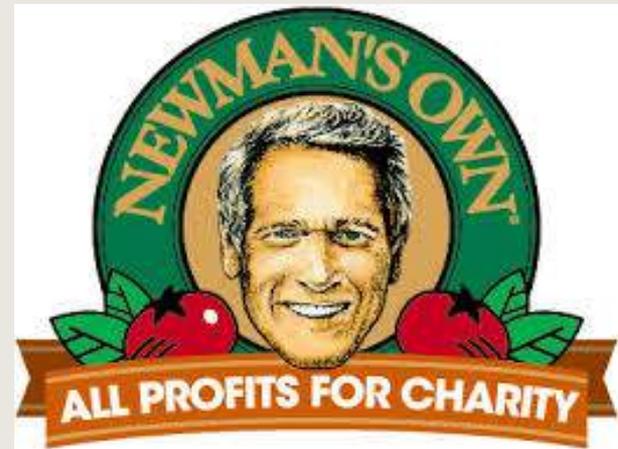


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Traditional Business that Gives Away Profits

Newman's Own

- Makes Money
- Gives Money Away



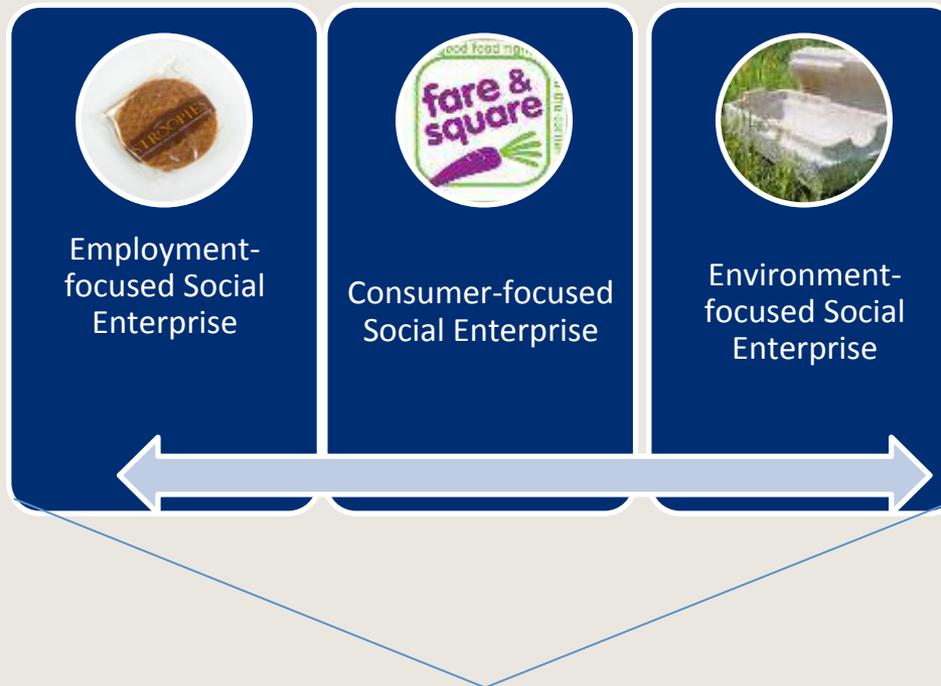
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What We are Looking For:



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Ideally...



Combination

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Example of Combo Enterprise

The Lancaster Food Company

- Affordable healthy bread
- Sustainable supply chains
- Organic products
- Open hiring
- Livable wages



Win, Win, Win

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Questions?

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