**Pitching for Project Flame Awards**

**International Symposium in Discovery and Idea Incubation for Realizable and Scalable Social Impact**

**Do you want to make a social impact by solving on problems of poverty, social exclusion or the environment?**

**If you believe YOUR ideas and actions can make a difference, then,**

**Show Us NOW!**

**Pitch for Project Flame Awards and MasterClasses with Michael Norton and Francis Ngai!**

**Project Flame is calling for aspiring or practicing social innovators, entrepreneurs and students to share and improve their ideas and potential impact by joining our *International Symposium in Discovery and Idea Incubation for Realizable and Scalable Social Impact.***

**Other highlights of the Symposium include:**

* **A panel of internationally renowned social innovators and mentors from the UK, Australia, Indonesia, Malaysia, the Philippines, Singapore, Taiwan and Hong Kong sharing their insights and providing you with support in achieving your goals.**
* **Master Classes with Michael Norton (celebrated author, Co-Founder of UnLtd and the International Centre for Social Franchising) and Francis Ngai (CEO, Social Ventures Hong Kong).**
* **A Forum on Engaging with CSR Projects to Maximize Social Impacts.**

**Project Flame Awards in Social Innovation and Enterprise Start-up; or in Scaling-up .**

**Project Flame is inviting entrants for its two sets of Pitching Awards.**

**AWARDS include:**

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| Project Flame Social Innovation and Enterprise Start-up Awards | Project Flame Scaling-up Awards |
| Champion: Certificate + Master Class with Michael Norton + $ 12,000 | **Champion**: Certificate + Master Class with Michael Norton and Francis Ngai+ $ 10,000 |
| 1st Runner-up: Certificate + Master Class with Michael Norton + $ 8,000 | **1st Runner-up**: Certificate + Master Class with Michael Norton and Francis Ngai + $ 5,000 |
| 2nd Runner-up: Certificate + $5,000 | **Other Finalists**: Certificate of Merit |
| Other Finalists: Certificate of Merit |  |

**ELIGIBILITY**

* PRACTICING, ASPIRING OR STUDENT social innovators and entrepreneurs wanting to make an impact on social or environmental problems.
* Contestants can be individuals or teams of no more than 5 members.
* Each contestant can enter for either or both sets of awards but may not submit two or more entries for any award.

**ENTRY SUBMISSIONS and REGULATIONS**

* Entries must be submitted in ENGLISH only.
* The entries must be made using the official entry summary form and be no longer than 1,200 words in length.
* Entries must indicate for which award group (*Social Innovation and Enterprise Start-up or Scaling-up Social Impact) t*hey are being entered.
* Once your entry is submitted, it may not be modified.
* Entries shortlisted as finalists will be expected to attend the symposium including the coaching and pitching as appropriate.
* Finalists for the ***Social Innovation and Enterprise Start-up Awards*** must register for and attend the Symposium on 1st-2nd November.
* Finalists for the ***Scaling-up Social Impact Awards*** must register for and attend the Symposium on 4th- 5th November.
* All contestants must register and pay the registration fee for the relevant part(s) of the Symposium when submitting their application
* Registration fees will be waived for contestants registered as full-time students at any university or college. Such students will not, however, be eligible for the Symposium lunches.
* Teams should not add or change team members once they submit their entry summary to the judging panel.
* Teams are allowed to enter their plans in other business plan competitions.

**PRESENTATION**

* All entries must be submitted by 23rd October2013.
* 5 teams will be selected as Finalists for the Social Innovation and Enterprise Start-up Awards on 25th October 2013 AND entered to the pitching on 2nd November 2013.
* 4 teams will be selected as Finalists for the Scaling-up Social Impact Awards on 28th October 2013 AND entered to the pitching on 5th November 2013.
* Finalists will be informed by e-mail and by announcement on the Project Flame website.
* The presentation comprises of a 12-minute presentation and followed by an 8-minute question-and-answer session.

**TERMS and CONDITIONS**

* The organizers reserve the right to invite entrants to attend an interview during the shortlisting.
* All decisions of the Judging Panel will be final and binding.
* Finalists maybe required to assist the Organizer in associated publicity activities.
* All entries and any copyright subsisting in the entries will remain the property of the contestant. Each contestant shall have the sole responsibility for securing any potential intellectual property rights. The organizer shall not be liable for any costs incurred or loss, damage, injury, expense or liability suffered by contestant in relation to any failure to successfully secure any intellectual property rights related to the entries as a result of participation in the contest.
* Any form plagiarism will result in disqualification.

**JUDGING PANEL**

**The Final Judging Panel, chaired by Michael Norton, will consist of both local and international experts.**

**Judging criteria will include**

|  |  |  |
| --- | --- | --- |
|  | Social Innovation and Enterprise Start-up Awards | Scaling-up Awards |
| Conceptualization and Innovation  20% | You should identify and demonstrate your understanding of the social problem and outline your goals and innovative approach to solve this problem | You should outline the social problem, your goals and the innovative approach that your social enterprise adopts to achieve its current social impact. Indicate what additional impact you aim to achieve by scaling-up |
| Feasibility and Realism  20% | You should clarify how you will access the skills and financial resources, intellectual support and contacts necessary to accomplish your goals | You should outline your strategy for scaling-up, clarifying its feasibility in terms of acquiring relevant resources, intellectual support, contacts and, if appropriate additional investors or franchisees to assist your social enterprise in scaling-up its social impact. |
| Social Impact  30% | You should illustrate how your business activities, products or services can generate social benefits aligned with your desired goals | You should illustrate how scaling-up, replicating or franchising your business ideas, methods and brand will generate greater social impact |
| Sustainability and Financial Performance  30% | You should demonstrate how your social enterprise will be able to sustain the attainment of your social goals over time | You should demonstrate that your scaling-up strategy is sustainable over time, will retain appropriate quality control, and has the capacity to lead to greater social impact |

**IMPORTANT DATES**

**STAGES OF COMPETITION**