

#### **DATE**

10th December, 2011 - 14th June, 2012

### **PURPOSE**

- ✓ Creating sustainable business models & bringing SENS to Life!
- ✓ Uniting students, alumni, coporate and social partners in one event
- ✓ Increasing CEMS and partners involvement in social initiatives
- ✓ Promoting CEMS and social entrepreneurship among students, alumni & academics

#### **STAKEHOLDERS**

- ✓ **Developed with:** CEMS Head Office, Student Board and Social Partners
- ✓ Participants: CEMS students, alumni and friends
- ✓ **Mentors:** FL Ventures (www.flven.com), CEMS alumni and academics
- ✓ Organizer: SENStation.org

#### **TOPIC**

Develop a social and sustainable business model empowering your community (and beyond), dealing with at least one of the following topics:

- 1. Fair trade of goods
- Tackling poverty and social problems such as education, health and food security

#### **PRIZE**

- ✓ **€2.000** guaranteed prize from CEMS Head Office and the SENS Fund
- ✓ Around €5.000 to be gathered through SENS Global Party
  - \*Prize should be used for the development of the social business project







## Bring SENS to Life!

## **Inspiration**

until 1st April DDL: 15th March



**CEMS students & friends** are expected to set up teams (max. 6 students, min. 1 CEMS student or alumnus) and create projects at SENStation.org. They are encouraged to involve one **CEMS** alumnus to join. The SENStation community reviews projects, provides feedback and submits various resources.

## Crystallization

1st April -10th April



At this stage students are expected to take into consideration all reviews and submitted resources to post final versions of their business models. Teams are expected to answer all questions related to business model and modify their proposals if need be.

### **Evaluation**

10th April – 30th April



**SENStation** users will be encouraged to give votes to participating projects. **Academics** will evaluate and assign points to different dimensions of each project. At the end of this stage, the 5 projects with the most points will go to the next stage.

## Mentoring

1st May - 31 May (DDL: 10th May)



Participants will have to answer additional questions and submit their answers to the SENStation team. **FL Ventures** will mentor and coach 5 final project teams. At the end of this stage, teams are expected to upload their concise presentation.

## **Finals**

1st June - 15th June



Three experts representing Partners and Academics will be invited to evaluate the best projects chosen by the community. At the same time they will identify 1st, 2nd and 3rd place.

# **Implementation**

(optional)

Participating teams might start to realize their social business models. The certificates and "SENStation Brave Mind" titles will be given at Annual Event 2012 during Graduation Ceremony.



**CEMS Social Business Competition Group on Facebook** 

SENStation fan page http://www.facebook.com/senstation

