



Fueling the Dream

BUSINESS MODEL COMPETITION

FUELING THE DREAM is a business model competition for students and young professionals who have the drive to make a difference – that is, through Triple Bottom Line businesses. The vision is to find which among the best minds can design a model for a responsible and sustainable venture, articulated on the Business Model Canvas.

Submissions are done in stages.



1. Video Presentation & Executive Summary (Deadline: September 11, Friday)

50%

We are giving you the creative freedom to present to judges a compelling content & story, which is of high aesthetic & organization quality, that explicitly states the venture's Triple Bottom Line formula that consequently, produces a high resonance value. We're looking for a video that:

- is designed in a way that numbers and facts make sense and contexts create a story;
- its aesthetics & narration structure strengthens the proposition of the venture;
- clearly states the specific evidence of the people-planet-profit model: “the business is triple bottom line because...;” and
- it has a compelling impact, resulting to a high resonance value (something that the judges will remember).

50%

The other requirement is the Executive Summary, a 2-page editable pdf document that requires you to supply necessary information such as venture description, problem identification, feasibility of impacts, and team's expertise. Specifically, we want your Executive Summary to:

- concisely encapsulate the concept, impacts, and development plan of the venture;
- present a thorough, exhausted, and well-anchored needs & pains analysis;
- present realistic, achievable, and quantifiable triple bottom line targets; and
- indicates complementary skills and strengths of team members that will more likely launch the business.

Once done and ready for submission, save your video (.MP4 format) in a CD, print 10 sets of the Executive Summary, compile everything in an envelope and submit in our head office: G/F Allegro Center, 2284 Chino Roces Extension, Makati City. We are in between the Makati Central Business District and Bonifacio Global City. Landmarks around the area: Green Sun Hotel, Starbucks, Chevrolet, Chrysler.

Those who made through the shortlist will be contacted via email by September 25.



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* Graphic Briefer

Shortlisted teams will be given instructions on the graphic brief. It is a kind of an infographic, describing what the startup is all about. This will be uploaded in Esquire Financing Facebook page; and the team with the most “likes” within a given period of time (one whole week in October) gets an advantage to the second round of judging: 10 percentage points in the Business Model Canvas.



2. Business Model Canvas & Narrative (Deadline: October 23, Friday)

The main requirement for the second round of judging is the Business Model Canvas – a one-page business plan showing the elements of the venture – in bullets, drawings, graph, or numbers. This shouldn’t be text-heavy. In order to clarify the inputs in the Canvas, shortlisted teams are to submit a 2-page narrative, allowing the judges to go through your business model in a smooth and cohesive flow, “paragraph style.” Sections in the Business Model Canvas will have equal weights: the value proposition that is ecologically sound, the social value-adding infrastructure, market comprehension, and pricing & profit viability.

25%

Environment Value Proposition – The elements are interdependent/mutually reinforcing and are sustainably marketable. Inputs in the Business Model Canvas should be ethical and mutually reinforcing to one another. Also, the product/service offering should be a solution to a recurring problem and is not bought primarily due to novelty value.

25%

Social Value-Adding Infrastructure – The back-end of the venture provides an opportunity for holistic development among partners and maximizes the available efficiency among the ecosystem it functions in. The process flow from the “sharers” of the vision of the venture to the value proposition is more likely to be feasible, scalable, and enables partners to improve productivity.

25%

Market Comprehension – The plan of action in socializing the venture; how the value proposition is communicated and how the product/service offering is made available to an apt market segment. Indicate the planned communication strategies in the venture’s identified market touchpoints as well as the target market segment that is deemed sustainably profitable.

25%

Pricing & Profit Viability – The flow of finances in the venture should be reasonable, contextual, and logical. The expense projections should be rallied towards fast development of the minimum viable product and customer development. The revenue streams indicate at what point of sales level is breakeven & return of investment expected.

Once done and ready for submission, print 5 sets of the Business Model Canvas and the corresponding Narrative, compile in an envelope and submit in our head office. The top 10 finalists will be announced in Esquire Financing Inc. Facebook page, website, and Fueling the Dream microsite by November 6.



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3. Final Presentation (Tentative Date: November 21, Saturday)

The finalists will be assisted from a pool of mentors before the Final Presentation. The criteria that will identify the Fueling the Dream 2015 winner are as follows: matter & manner, investment potential, and the triple bottom line dashboard.

25%

Matter & Manner – This factor considers the business acumen, deck design & structure, and presentation delivery of the pitch. Panel questions should be keenly answered and strengthen the venture's proposition. In addition, slide aesthetics and narration structure are clear, engaging, and persuasive. Lastly, structure, narration style, and speech has to show mastery on background of venture.

25%

Investment Potential – The next criterion focuses on the traction of the venture. The judges will be looking at the development plan, proof to profit, and their funding confidence with regards to the finalists' pitch. The customer development strategies and minimum viable product creation should be well-detailed, proposition is fit to address the market need; revenue targets are reasonable and achievable, and overall, the business is more likely to set off and succeed delivering decent returns.

50%

Triple Bottom Line Dashboard – The factor with the heaviest weight is the content of the venture, in the light of the Triple Bottom Line. Impact targets should improve the quality of life of identified community partner(s) through socially inclusive infrastructure, manage and promote proactive internal performance & environment-related externalities, and generate jobs & push for productivity & innovation among available resources.

*Non-disclosure agreements signed by the judges will be provided upon submissions.

*The contestants retain proprietorship of all ideas and prototypes presented through the stages of the competition. Esquire Financing Inc. does not have exclusive rights to any media or printed media related to the entries and born out of the competition.