



# **SPARK 2021**

## **SOCIAL IMPACT IDEA PITCH COMPETITION**

### **Guidelines for applicants**

SPARK 2021- A social impact idea pitch competition organised by the Department of Social Entrepreneurship, Madras School of Social Work in collaboration with Social Entrepreneurship Incubation Centre, Chennai (<https://seic.mssw.in/>) is designed to inspire students across India to propose solutions to pressing social and environmental issues that the country has faced post covid crisis- specifically in the field of education, health and livelihood. Student teams of 2-4 members who advance to the final round will be able to pitch their unique social enterprise ideas to an audience of social entrepreneurship students from different colleges, entrepreneurs, and business executives at the Grand Finale event on November 22<sup>th</sup>, 2021 at MSSW Campus in Chennai. Budding entrepreneurs will be able to transform their concepts into viable businesses that drive social change through mentorship, education, financial support and real-world business opportunities.

#### **EVENT HIGHLIGHTS**

- Winner: Rs 50,000/ Cash prize, Incubation and Mentorship opportunity
- First Runners up: 30,000/ Cash prize and Mentorship opportunity
- Participation certificate to all qualifiers
- Networking opportunity with nationally acclaimed social impact leaders, social entrepreneurs, faculties and field experts
- Mentorship opportunity through idea refinement and pitching workshops

<b>SPARK 2021 SCHEDULE</b>		
<b>ROUND I</b>	<b>Last date of registration</b>	<b>30.10.2021</b>
	<b>Announcement of qualifiers</b>	<b>02.11.2021</b>
<b>ROUND II</b>	<b>Virtual mentor-workshop on “Idea Refinement”</b>	<b>04.11.2021</b>
	<b>Virtual mentor-workshop on “Pitching Know How”</b>	<b>05.11.2021</b>
	<b>Virtual Elevator Pitching</b>	<b>08.11.2021</b>
<b>ROUND III</b>	<b>Grand Finale - Sustainability Pitching (Offline)</b>	<b>22.11.2021</b>

## REGISTRATION GUIDELINES

Registration of teams must be done by a Team Leader only

Registration Fee: Rs. 100 per team

Registration Link: <https://forms.gle/doXdFHHuimd13vsG9>

**The competition is limited to College/University students only.** Students may apply in teams of- Inter-college/ Inter-department/ Inter-branches/ Same College/University/Branch.

- Each team should comprise of minimum 2 members and maximum 4 members including the team leader.
- The team name should be unique and not contain the name of your institute in any form.
- The team's ideas must be in "pre-revenue" or "preoperational" stage
- The team leader can nominate up to 2 mentors preferably having relevant expertise in academia or industry experience.

Once registered, applicants are required to email the given below 2 mandatory submissions to our committee- To: [umamase20@mssw.in](mailto:umamase20@mssw.in) Cc: [raunak@mssw.in](mailto:raunak@mssw.in), [kashfa@mssw.in](mailto:kashfa@mssw.in), [jackson@mssw.in](mailto:jackson@mssw.in)

1. 500-Word Pitch

This should contain details of team members, your idea, product/service, problem(s) being addressed (urgency and relevance), innovation factor (USP), the current stage of idea and potential market size.

[Please Note: Times New Roman- 12 with spacing: 1.5 only]

2. 1 min video pitch

This should answer 3 questions- What social issue are you addressing through your idea? What is your social impact solution/idea? and Why should your team-idea be shortlisted for the competition?

**Only fully completed applications (registration form, word pitch and video pitch) will be considered for the competition.**

**For further queries, kindly contact**

1. Event Head(s)
  - Mr Raunak - +91 8560986896 / [raunakmase21@mssw.in](mailto:raunakmase21@mssw.in)
  - Mr Vimal - +91 8248402405 / [vimal@mssw.in](mailto:vimal@mssw.in)
  - Ms Uma- +91 90429 50282/ [umamase20@mssw.in](mailto:umamase20@mssw.in)
  - Ms Aishwarya- +91 90033 99739/ [aishwaryamase21@mssw.in](mailto:aishwaryamase21@mssw.in)
  - Mr Tharun- +91 73587 40463/ [tharunrajmase20@mssw.in](mailto:tharunrajmase20@mssw.in)
2. Faculty Coordinator(s)
  - Prof Jackson Khumukcham- +91 8879324935/ [jackson@mssw.in](mailto:jackson@mssw.in)
  - Prof Kashfa Haque- +91 9830344096/ [kashfa@mssw.in](mailto:kashfa@mssw.in)

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# ALL THE BEST!