

Join Our Core 2014 Application Form

Join Our Core is back bigger and chunkier in 2014, here is the application form for this year's competition! A couple of nuggets of info to note, the application must be in English and please take note of the character count on some answers! We recommend you complete the application here, and then copy and paste into the website form when you are happy with your answers... good luck!

STEP 1 - Your Profile

- a) Your name (first name, last name)
- b) Age Field (day, month, year)
- c) Project name
- d) Email address
- e) Phone number
- f) Address
- g) Country of residence (UK, Ireland, Netherlands, Sweden, Denmark, Germany, Austria, Switzerland, France, Singapore, Japan)
- h) Website
- i) Social Media: Twitter, Facebook, LinkedIn
- j) Upload any media (photo or video) that best represent your project
- k) Where did you hear about the competition? (Ben & Jerry's, Ashoka, Social media, In a newspaper/magazine, Other)

STEP 2 – You!

- a) Please upload 3 photos. 1. Your project's Logo, 2. A photo of you related to your project, (optional) 3. A photo which helps paint a picture of your project (optional). These images will not be used on any materials without your expressed permission
- b) How much of your time are you committing to this project (full time, part time)
- c) Are you the founder or co-founder? (drop down box with founder/co-founder) If co-founder please give details of other co-founders?
- d) **CV:** Please upload your resume – 2 pages maximum (.doc or .pdf)
- e) **References:** Please give us 2 referees, their phone number, email address and their relationship to you, and your consent for us to approach them before we shortlist the finalists.

- f) Please confirm you are available on the following dates, and are able to keep ALL dates available.
- 18th – 20th November 2014 in London
 - w/c 18th May 2015 for the Vermont trip

STEP 3 - Your Project

a) **Pitch Video – Optional**

You have the option to record a quick pitch video for us and upload to Youtube/Vimeo (as a private link if you wish). This video doesn't need to be anything snazzy – a homemade production will do - we aren't judging your application on the quality or production of your video (trust us!), something recorded on your smartphone or webcam will suffice. The video should be no more than 5 minutes long, please title the video with your project name and paste the link here.

Please use the time to tell us about the following topics!

- Tell us about your personal background and your motivation to become a social entrepreneur.
 - Give us a short overview of your project, how it works and how it is a new solution to a pressing social or environmental issue.
 - What one thing do you think needs to change to make our world a better place for future generations?
- b) What is your unique recipe to change to world? Give a thought provoking answers on why your project gives a solution the world needs. **Max 1500 character limit**
- c) Describe your project in a tweet (you've got 140 characters to wow us!)
- d) What is the type of your organization? (For Profit, Not for Profit, Other: please specify)
- e) What issues is your project seeking to address? (Children & Youth, Environment & Sustainability, Human rights & Equality, Health & Fitness, Development & Prosperity, Business & Social Enterprise, Peace Building, Public participation & engagement) – ability to select up to 4 answers that apply to your project
- f) What year was your project founded? **Drop down functionality** -
- g) What stage is your project at? (Idea/start up/growth/established)
- h) What is the size of your team? (Less than 5 employees, 5-10 employees, 10+ employees)

STEP 4 - Judging Criteria

- a) **Innovation** - We are looking for businesses that create unique models of change – please explain how your project creates an innovative solution to a problem. Please include specific examples. **Max 2000 character limit**

- b) **Social & Environmental Impact** - The entry must demonstrate impact on the target population or society at large. What is the social and/or environmental impact you have had to date and how do you measure it? Please use qualitative and quantitative data, let us know how the solution makes a difference. Max 2000 character limit
- c) **Financial Sustainability**- For an innovation to be truly effective it must have a long-term plan for financial sustainability. Please answer the questions below to test this!
1. How is this project financially supported? (friends and family, individuals, foundations, NGOs, businesses, government, clients other) – select all that apply
 2. What is your organisation’s growth strategy? Please cover how you expect to grow the organisation, and what impact you how to achieve in future years. Max 2000 character limit
 3. What has been your project’s annual budget (in Euros) for the last three years, and projection for the next three? **compulsory field**
Field functionality for 2012, 2013, 2014
Field functionality for 2015, 2016, 2017

d) Risk analysis

What could go wrong in your business? Include an honest assessment of the risks involved in running your organization and how you are minimising them. You might want to consider these following risks: 1000 character limit

- Lack of management experience
- Competition
- What differentiates your product/service?
- Little trading history (impacting borrowing money)
- Economic uncertainty
- Over-reliance on key staff, suppliers or small customer base
- Failure to meet your sales targets

And finally... Which B&J flavour best represents you and why? 1500 character limit

I agree to the terms and conditions & privacy policy

A HUGE thanks for your answers Join Our Core-er! Click Finish below to submit your application!