



**Center for Social Innovation and Sustainable Entrepreneurship
Clayton State University College of Business**

The Center for Social Innovation and Sustainable Entrepreneurship (CSISE) at Clayton State University College of Business presents its second social innovation challenge. This year's challenge will focus on STEM Based solutions to impact the world and local community. University Partner Teams of 2-5 will have an opportunity to demonstrate their ability to solve social entrepreneurial problems and pitch a social stem-based venture idea. Leading up to the competition, the teams will be exposed to design thinking assessments, social innovation business canvas, technology-based solutions, and pitching excellence. The winning team will receive a trophy and additional coaching to compete in future business plan and pitch competition

***Deadline to express interest in the challenge is Thursday August 22nd.**

2024 CSISE S.T.E.M. Social Innovation Challenge Timeline

Training Sessions (all online starting at 11:00am)

- Friday, August 23rd: Online Session on Design Thinking – 1 hr.
- Friday, September 6th: Online Session Social Innovation Business Model Canvas – 1 hr.
- Friday, September 20th: Online Session on STEM Based Solutions for Social Entrepreneurs – 2 hr.
- Friday, September 27th: Online Session on Pitching Excellence hosted online - 2 hr.

First Round - Social Innovation Submission

- Wednesday, October 2nd: Deadline for team submissions. Submission includes Local Social Entrepreneurial Business Assessment and Preliminary STEM based Social Innovation Business Canvas & Video Pitch)
- Monday, October 7th: University Representatives Announced



Final Round

- Monday, October 14th: Final Online Logistics Update Meeting for University participants. Open to Faculty Advisors, Students Universities must confirm their plans to participate in the STEM Social Innovation Challenge.
- Thursday, October 24th: STEM Based Social Innovation Challenge Live Pitch Competition, Clayton State University Innovation Center, Metro Atlanta 3:30 pm-7 pm.
- Friday, October 25th: Innov8GA Fall Conference Clayton State University, Metro Atlanta 8:45am- 2:00pm

Tips for Success:

- Practice: Rehearse your pitch multiple times to ensure smooth delivery.
- Feedback: Seek feedback from peers or mentors to refine your pitch.
- Visual Aids: Use slides or other visual aids to enhance your presentation but keep them simple and focused.
- Time Management: Keep track of your time to ensure you cover all points within the 10-minute limit.
- Passion: Show your passion for your mission and product. Enthusiasm can be contagious and persuasive.

Have questions or need more information?

For **logistic and accommodation information** email Jalen Teal at **JalenTeal@clayton.edu**

For **questions regarding the challenge**, email Dr. Stacey Reynolds at **StaceyReynolds@clayton.edu**



2024 CSISE S.T.E.M. Social Innovation Challenge

Objective: Develop a for-profit social business focusing on S.T.E.M. that addresses one of the United Nations Sustainable Development Goals (SDGs).

Eligibility: One team per university, consisting of 2 to 5 members.

Pitch Duration: 10 minutes

Challenge Criteria:

1. Social Mission

- Description: Clearly articulate the social mission of your enterprise.
- UN SDG Alignment: Specify which UN Sustainable Development Goal(s) your business addresses.
- Impact: Explain how your business will positively impact society.

2. Product or Service

- Description: Briefly describe your product or service.
- Innovation: Highlight the use of S.T.E.M. (Science, Technology, Engineering, and Mathematics) principles and technologies, such as AI, in your product or service.

3. Market

- Target Audience: Identify who you are selling the product or service to.
- Industry: Specify the industry your business operates in.
- Market Size: Provide an estimate of the market size.

4. Revenue Model

- Description: Explain how you plan to make money.
- Feasibility: Ensure the revenue model is realistic and achievable.

5. Competition

- Competitors: Identify your competitors.
- Accomplishments: Briefly discuss what your competitors have achieved.

6. Competitive Advantage

- Uniqueness: Explain why your solution is unique or difficult to copy.
- Entry Barriers: Describe any barriers to entry (e.g., patents, trademarks, trade secrets).
- Protection Plan: Outline your plan to protect your intellectual property.

7. Overall Delivery

- Articulation: Ensure clear and effective communication.
- Voice Projection: Maintain a confident and engaging tone.
- Professionalism: Display professionalism throughout the pitch.