# Pointers for filling up the LeapForGood 2016 Application Form

1. Project statement: Provide a summary of your social enterprise venture idea. (max 100 words)

*Your social enterprise in a nutshell – highlight social mission/vision and key business activity.*

2. Who are your key target beneficiaries? Briefly describe their defining characteristics.

*Portray a good understanding of the target group. You may want to refer to personas described in the design challenges in the 'Insights Brief' which can be downloaded on www.leapforgood.sg, or draw on the research/interviews you have done with your beneficiaries.*

*For example: What are their demographics, lifestyle/behaviours and are there any specific condition they are experiencing (e.g. dementia, depression etc)? What are their current barriers to success (e.g. literacy, lack of physical stamina/strength etc) and what are their aims/goals at their current context (e.g. seeking employment, seeking treatment options etc)? Describe from the perspective of the beneficiaries.*

3. Briefly describe your desired social outcomes. How would you evaluate the progress of your social enterprise venture in achieving the desired social outcomes?

*Please propose target deliverables and/or milestones.*

*Set realistic, specific, measurable goals with time range to achieve goal, and with sustainable impact.*

*For example:*
- *20 beneficiaries trained and employed by end of the first year of business*
- *70% of (beneficiaries) reported improvement of emotional well-being after 6 months of product/service use*
- *80% of caregivers reported reduced disruptive behaviour*

*You might want to consider the current social impact landscape relevant to your target beneficiaries. Is there anyone else who is providing the same type of social impact/impacting the same beneficiaries? How does your solution create a greater social impact for the beneficiaries or create impact in a more accessible way as compared to current solutions available?*

4. Briefly describe your product/service and highlight the key competitive advantages of your business.

*List the key product/service offering in terms of their functions.*

*What are the defining characteristics that will make your social enterprise stand out? What gives your social enterprise/team an unfair advantage over other competing businesses? What are your unique assets (eg. skillsets with high barriers of entry/acquisition, own/have ready access to key channels and own proprietary technology)*

5.  Who are your key target customer segments? How does your business idea solve an existing problem or gap in your industry? How does it compare to the next best solution currently in the market?

*What is the problem or gap in the BUSINESS industry (not social gap) that your business seeks to address?*

*Who will you sell your product/service to? Who is paying for the product?*

*For example:*
*Elderly might be the ones using the products but the caregivers might be the ones paying for it, so in this case, caregivers are the target customers and not the elderly. However, if you are expecting to market your product/service to elderly persons or persons with mental health issues and they are the ones paying, then they are both your beneficiaries and customers.*

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*What are the current solutions in the market that is the closest in solving the problem you are targeting? How does your business idea solve the problem identified better than current solutions? Consider how you address customer pains and gains using the user journey approach (pre-engagement, engagement and post-engagement with your product/service)?*

6.  How do you intend to generate revenue to ensure business sustainability beyond the LeapForGood funding? How does this relate to your social objective?

*Your SE venture must be financially sustainable in the long run (where your revenue covers costs, at the very least).*

*What are your key revenue streams?*

*How do you intend to grow your social impact in tandem with your business growth? Is the solution readily scalable to provide support to expand reach of the existing beneficiary segment, improve other aspects of their lives or can be applied to assist other beneficiary segments as the business scales?*

7.  What kind of resources (e.g. capabilities, facilities, partnerships) would you need to implement this idea? Which ones do you currently have access to?

*Which of the below resources/assets do you currently have access to and which ones have you not secured access to?*

*Some types of resources to consider:*
  *Capabilities: e.g. team members and networks you have ready access to*
*•Relevant experience/expertise in working on the social need/sector or with targeted beneficiaries*
*•Relevant experience/expertise in working on the business need/sector or with targeted customers*
*Facilities and infrastructure: e.g. retail space, storage space, equipment, IT system*
*Partners: e.g. community centres, senior activity centres, malls, e-commerce portals etc*

*What is the engagement strategy with your partner(s)? What are the contributions of your partner(s)? What are your value propositions for the partners?*
*Think about:*
*•Who are the key stakeholders for your new social enterprise venture, how are they critical to the success of your venture and how to create win-win partnerships with them.*

8. Please list the top 5 assumptions that will determine the success of your social enterprise venture idea.

*What are the assumptions about your target customers/beneficiaries, your product/service, or the resources you require that are not yet validated but is important in making your social venture idea work?*

*For example:*

*Assumption 1 - Beneficiary group will be motivated to search for alternative treatments online.*

*Assumption 2 - Beneficiary group is comfortable with the use of wearable technology as they carry out their daily activities.*

*Assumption 3 – [Name of channel] is motivated to refer beneficiary group to save capacity in their facility.*

*Assumption 4 – Customers are willing to pay $x premium to access service at 50% reduced wait time compared to next best alternative.*

*How do you plan to validate these assumptions during the prototyping/piloting phase?*