APPLICATION FOR THE 2015 CASE LAUNCH PAD

INSTRUCTIONS: The CASE Launch Pad is designed specifically to reward a great plan of action, not a great presentation or beautiful prose. So please be concise and specific in your application—you need not be comprehensive here, as there will be plenty of time for elaboration in the interview round, if you are chosen as one of the top 3 applicants. Try to fit all 5 parts on two pages. Please submit your application to case@fuqua.duke.edu by 5pm on Monday, February 23.

What to include in your application:
1. **Applicants.** Name the person or persons applying, including MBA class year.

2. **Idea.** In 200 words or less, explain your vision for a social enterprise. Who will it serve? What’s the financial model (i.e., donations, service model, etc.)?

3. **Your motivation.** In about 100 words, explain why this idea is important to you personally—why is it worth your time and energy to pursue?

4. **Mysteries and risks.** Every entrepreneurial idea has enormous risks associated with it. List the top 5 “unknowns” or “risks” that you need to investigate or resolve. For instance, when Teach for America was at the drawing-board stage, an unknown might have been: *Is it legal to place students with no teaching degrees in urban schools?* A risk might have been: *Is it realistic to think we can recruit students from the top schools for a difficult and low-paying job?* You can simply phrase these as questions in a bulleted list.

5. **Plan.** The Seed Prize is designed to help you in the short term—it’s our hope that the grant will be spent in full by September 30, 2015. Explain what you will do with the $10,000, between now and then, to investigate or resolve some of the risks you identified above. Give us the nuts & bolts of your plan—bullets are fine. Be specific—for instance, if you need to commission some market research, include the cost. You can allocate all the money to fund your own time, but if so, be specific about how you’ll use your time. (E.g., “Conduct market interviews” is too vague—it should be, “Fly to meet with the Development Directors at Oxfam, Red Cross, and CARE”)

6. **What we will learn.** What do you expect that we will know, for sure, by September 30? (Or whatever timeline is relevant for you.) You should ensure that you’ve reached clarity on at least one of the mysteries or risks you identified above. For example, in the Teach for America example, the expected learning might have been: “I will use the time and money to determine definitively whether it is legal, in all 50 states, to have non-certified teachers in urban classrooms.” Note that we don’t expect—and you can’t promise—a “positive result.” It’s perfectly fine if the Launch Pad only proves that your original plan isn’t feasible. Many entrepreneurs change plans many times before they find the right one.

7. **Your commitment to us.** CASE is making a commitment to the winner, and we expect the winner to make a few commitments to us. First, you commit to being transparent about how you use the funds—sending an itemization of the spending to us—and to using all the funds to advance your idea. Second, you commit to allowing us to share your story with others (i.e., by providing quotes, photos, short video interviews, etc., for our website). Third, after the summer, we will ask you to share your learnings in a short presentation. (We will work with you to come up with an appropriate date and format for the presentation.) Please acknowledge this in your application.

8. **Interview timing.** If you are chosen as one of the three finalists for the CASE Seed Prize, the final interviews will be held between 1 pm – 4 pm on Wednesday, February 25. Can you make yourself available during that time if you are selected?

Good luck! If you have any questions or to submit your application, email case@fuqua.duke.edu