

**REQUEST FOR PROPOSALS: CASE Smart Impact Capital Consultant / Writer**

**Background**

Based at Duke University’s Fuqua School of Business, the [Center for the Advancement of Social Entrepreneurship](#) (CASE) is one of the world’s leading academic centers on social entrepreneurship. CASE generates unbiased research, translates those findings into practitioner-friendly lessons learned, and trains leaders to apply these lessons.

Launched in September 2016, [CASE Smart Impact Capital™](#) is a series of online learning tools that address the needs and common pitfalls of impact entrepreneurs seeking to raise investment capital.

Through action-oriented online resources, Smart Impact Capital allows entrepreneurs to make better decisions based on the experiences of others through incorporating lessons, templates and insights from hundreds of impact entrepreneurs and investors from around the globe. Smart Impact Capital’s tools are:

- **Accessible.** Our online toolkit is modular and accessible in small bite-sized chunks on mobile and desktop technology. Some exercises also require Excel and Word.
- **Relevant.** It contains compact and easy to use training modules on key issues entrepreneurs say they want help with when approaching impact investors for capital.
- **Scalable.** In our 3 month beta test, the tools were used by over 250 entrepreneurs, investors and intermediaries in 10 countries.

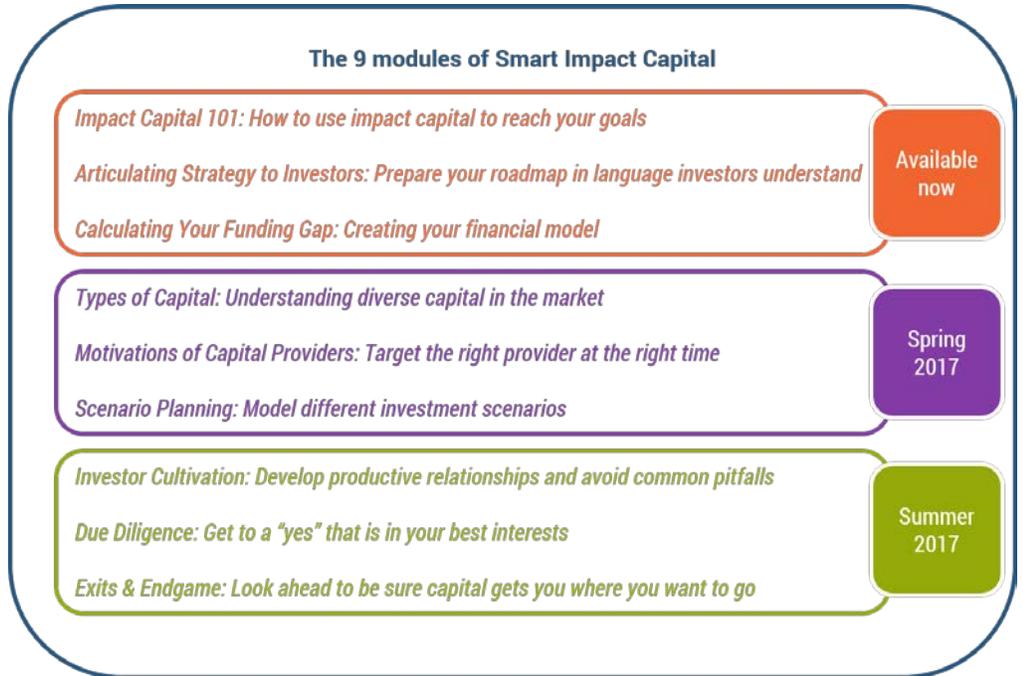
CASE will be finalizing Smart Impact Capital production through June 2017. The first 3-module set – *Custom Build Your Investment Model* - is available now. The second and third module sets will be rolled out in early spring 2017 and summer 2017 respectively.

**Purpose / Project Description**

CASE seeks a consultant / writer to partner with Smart Impact Capital lead author [Cathy Clark](#) in completing Smart Impact Capital modules 4-9.

Foundational knowledge of the following areas, with ability to conduct meaningful additional research:

- The differentiating characteristics of different types of impact capital (equity, debt, recoverable grants, variable payment options, quasi-equity, etc.)
- The goals and motivations of the full spectrum of impact capital providers currently operating in the market
- The due diligence process



- Exit scenarios for impact entrepreneurs

Successful applicants will have excellent written communication skills and possess the ability to quickly translate big ideas into accessible, practical language. Ideal candidates will also:

- Have prior experience working with lead authors
- Bring experience writing in language appropriate for busy, early-stage entrepreneurs
- Have a background in investing, entrepreneurship, philanthropy, and/or global development
- Relish feedback and draft iteration as critical to generating highest quality product
- Possess a sense of humor and bring joy to their work!

All Smart Impact Capital intellectual property will be owned by CASE and the consultant will be required to sign CASE's online learning non-disclosure agreement.

### **Consultant Activities**

Consultant will meet weekly (virtually or in-person) with Cathy Clark and/or the Smart Impact Capital content team to generate work assignments for the following week.

### **Consultant Deliverables**

The consultant will contribute to:

- Creating condensed documents capturing research findings
- Script writing for short videos
- Writing of short, text-based teaching materials (e.g. short case studies, one-pagers)
- Creating documents to be employed in self-assessment/reflection activities
- Writing content (e.g. questions and answer choices) for interactive tools and assessments

### **Timeframe / Schedule**

The consultant should be prepared to begin work immediately and work approximately 10-20 hours per week towards meeting CASE's Smart Impact Capital production schedule, ending in June 2017.

### **The Consultant will report to:**

Cathy Clark, Director, [CASE i3 Initiative on Impact Investing](#)

### **The Consultant will work closely with:**

- Carrie Gonnella, Program Director, CASE i3 & the Social Entrepreneurship Accelerator at Duke (SEAD)
- Kimberly Langsam, Program Director, CASE & the Social Entrepreneurship Accelerator at Duke (SEAD)

### **Location / Travel**

Location for this project is flexible as work can be completed virtually; however, priority will be given to consultants who are able to meet regularly in-person at Duke University's Fuqua School of Business in Durham, NC.

No project-related travel is anticipated.

**To Apply**

Please submit the following materials by December 12 via email to Carrie Gonnella, [carrie.gonnella@duke.edu](mailto:carrie.gonnella@duke.edu):

- Resume / CV
- Cover letter summarizing why you believe your experience is relevant to this assignment
- List and samples of past writing projects on which you were the primary author and/or significant contributor (with links if possible)
- Description of your availability to commit to 10-20 hours per week of contributions from mid-December 2016 – June 2017
- Your hourly rate as a work for hire, independent contractor.