The Fred Morgan Kirby Prize for Scaling Social Impact

Information Session

June 16, 2021

Thank you for joining us. We will begin shortly.
I’m your host....

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Agenda

• What is the F. M. Kirby Impact Prize?
• Who is eligible to apply?
• How will the winner be selected?
• What happens if I am selected?
• What can I do if I have more questions?
• Q&A
About CASE

CASE Vision:
All social entrepreneurs have the skills, networks, and funding needed to scale their impact and solve the world’s most pressing challenges.

CASE Mission:
CASE prepares leaders and organizations with the business skills needed to achieve lasting social change.
What is the F. M. Kirby Impact Prize?

• A global prize to amplify and accelerate impact-driven enterprises ready to scale their impact

• $100,000 (USD) in unrestricted funds

• What makes this award unique:
  • Scaling Focus
  • Institutional & Brand Support
  • Open to Nonprofit & For-Profit Models
  • Unrestricted Funding
Who is eligible to apply?
<table>
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<th>Who is eligible to apply?</th>
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<tr>
<td><strong>STRUCTURE</strong></td>
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<tr>
<td><strong>IMPACT</strong></td>
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<td><strong>BUDGET</strong></td>
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<td><strong>DIVERSITY</strong></td>
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<td><strong>LEADERSHIP</strong></td>
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How is the winner selected?
Impact
- Problem
- Solution
- Evidence

Readiness to Scale
- Scaling Strategy
- Financial Viability
- Ecosystem
- Team
- Internal Systems

Leadership
- Strong Values & Stakeholder Accountability
- Resourcefulness & Resilience
- Strategic Collaboration
- Team Diversification
Enterprise Overview Deck
*July 16-August 20, 2021*
- Review the first 250 submissions

Application
*Sept 10-Oct 8, 2021*
- 50-100 applicants invited to apply

Semi-Finalist Interviews
*November 18-29, 2021*
- 30 minute, virtual interviews
- Due Diligence Review

Finalist Interviews
*December 6-15, 2021*
- 90-minute, virtual interview
Phase 1: Enterprise Overview Deck

Upload a slide deck via the portal addressing the following prompts:

- **What is the problem you are trying to solve?**
- **Describe your solution.**
- **What is your theory of change?**
- **What evidence do you have that the solution is working?**
- **Describe your scaling plan.**
- **How will the F. M. Kirby Prize be transformative for your scaling journey?**

Submission window: July 16-August 20, 2021, at 11:59 PM EDT

First 250 submissions will be reviewed.
Phase 2: Application

~15 short answer questions addressing

- **Scaling Strategy**
  - *Is the enterprise able to clearly articulate the strategy for scaling impact in the next 3-5 yrs.?*

- **Financial Viability**
  - *Does the enterprise understand the costs, payers, and funding pipeline needed to scale?*

- **Ecosystem**
  - *How well does the enterprise understand the ecosystem and how the solution interacts with existing players?*

September 10, 2021
50-100 applicants will be invited to complete Phase 2 of the application

September 10-October 8, 2021, at 11:59 PM EST
Phase 3: Semi-Finalist Interviews & Due Diligence

- Semi-finalists are notified on **November 12, 2021**
- 10-15 applicants will be invited to interview
- Virtual, 30-minute interviews
  - Two Selection Committee members

- Due Diligence
  - Members of the selection committee will conduct additional desk research on the background of applicants who move to this round

*Semi-Finalist Interviews: November 18-November 29, 2021.*
Phase 4: Finalist Interviews & Winner Notification

- 4-5 applicants will be publicly announced as F. M. Kirby Prize Finalists
- Virtual, 90-minute interviews with Selection Committee

**Finalist Interviews**
- December 6-15, 2021

**Winner Notified**
- January 28, 2022

**Winner Publicly Announced**
- February 9, 2022
What if I am selected?
**What if I am selected?**

- Winning enterprise will be **notified** January 28, 2022

- The winning enterprise will be **publicly announced** at the **Sustainable Business and Social Impact Conference (SBSI)** February 9, 2022
  
  - CASE will pay the expenses related to travel for two representatives from the winning enterprise pending SBSI format and Duke University's COVID-19 protocols.

- The enterprise will be amplified through CASE’s network and marketing efforts

- The winning enterprise will commit to annual narrative reporting on their progress to CASE and to participate in CASE’s evaluation survey over time
What can I do if I have more questions?

- Watch previous F. M. Kirby Prize Information Sessions discussing the dimensions of the selection rubric

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<tr>
<th>Title</th>
<th>Link to View</th>
<th>Objective</th>
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<tbody>
<tr>
<td>How to Talk About Your Impact to Date</td>
<td><a href="http://bit.ly/KirbyImpact">http://bit.ly/KirbyImpact</a></td>
<td>In this session, we will discuss the three aspects of discussing your impact: problem, solution, and evidence.</td>
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<tr>
<td>F. M. Kirby and Leadership</td>
<td><a href="http://bit.ly/KirbyandLeadership">http://bit.ly/KirbyandLeadership</a></td>
<td>In this session, we will discuss the four aspects of discussing your enterprise and its leadership: strong values and stakeholder accountability, resourcefulness and resilience, strategic collaboration, and team diversification</td>
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- Submit your questions about the F. M. Kirby Impact Prize [here](http://bit.ly/KirbyScaling)


- Read about our 2020-2021 winner [Healthy Learners](http://bit.ly/KirbyandLeadership) and [lessons learned](http://bit.ly/KirbyScaling)
Stay in Touch!

@CASEatDuke  Facebook.com/CASEDuke  CASEatDuke.org

LinkedIn
Your Questions?
CASE Resources- Impact

- Scaling Pathways: VisionSpring Case Study
CASE Resources- Readiness to Scale

Scaling Strategies:
● CASE Smart Impact Capital: Articulating Your Impact to Investors
● Scaling Social Impact: Strategies for Spreading Social Innovation
● Pivoting to Impact: Navigating the Road to Scale
● Scaling Pathways: Scaling Snapshots

Ecosystem:
● Cultivate Your Ecosystem

Financial Viability:
● CASE Smart Impact Capital
● Financing for Scaled Impact

Teams:
● People Matter: Evolving Talent to Drive Impact at Scale

Internal Systems
● Using Data to Power to Scale
CASE Resources- Leadership

Strategic Collaboration

- CASE Scaling Pathways: Imazon: Using Data and Partnerships to Save the Amazon
- CASE Scaling Pathways: Leveraging Government Partnerships for Scaled Impact

Team Diversification

- CASE Scaling Pathways: People Matter- Evolving Talent to Drive Impact at Scale
- CASE Scaling Pathways: People Matter- Evolving Talent to Drive Impact at Scale DEI Guide