



CASE



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....

Erin Morant

Sr. Program Coordinator

Center for the Advancement of Social Entrepreneurship
(CASE)

erin.morant@duke.edu

www.CASEatDuke.org

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.



EDUCATION

Train next generation social impact leaders



THOUGHT LEADERSHIP

Apply a research lens to the field of social entrepreneurship.



PRACTITIONER ENGAGEMENT

Build strong strategic networks & develop tools to accelerate the pace of 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?

Who is eligible to apply?

STRUCTURE	Nonprofit, for-profit, or hybrid impact enterprise, operating anywhere in the world
IMPACT	Strong evidence of impact over <u>at least 3 years</u> and a thoughtful plan for how to use the Prize to scale that impact over the next 3-5 years.
BUDGET	Minimum operating budget of at least \$250,000 (USD). We believe our strongest applicants will have an operating budget between \$1-3 million (USD)
DIVERSITY	Robust, formal non-discrimination policy that protects against discrimination on the basis of marginalized identities. E.g. race, ethnicity, religion, caste, disability, gender identity, etc.
LEADERSHIP	Exemplary leadership that aligns with the core values of Fred Morgan Kirby, including integrity, resourcefulness, resilience, meaningful collaboration, and diversity.

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*

Title	Link to View	Objective
How to Talk About Your Scaling Plan	http://bit.ly/KirbyScaling	In this session we will discuss the five aspects of discussing your scaling plan: Scaling Strategy, Financial Viability, Ecosystem, Team, and Internal Systems.
How to Talk About Your Impact to Date	http://bit.ly/KirbyImpact	In this session, we will discuss the three aspects of discussing your impact: problem, solution, and evidence.
F. M. Kirby and Leadership	http://bit.ly/KirbyandLeadership	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

- *Submit your questions about the F. M. Kirby Impact Prize [here](#)*
- *Review the [Frequently Asked Questions Tool](#)*
- *Read about our [2020-2021 winner Healthy Learners](#) and [lessons learned](#)*

Stay in Touch!



@CASEatDuke



Facebook.com/CASEDuke



CASEatDuke.org



[LinkedIn](#)



CASE Resources- Impact

- [CASE Smart Impact Capital: Articulating Strategy to Investors: The 4 Impact Basics](#)
- [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: Amazon: 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](#)