



**Chaminade
University**
OF HONOLULU

***2022 Hogan Entrepreneurial Program
/ American Savings Bank
Nonprofit Business Plan Competition
(Entry Packet)***



INTRODUCTION & ELIGIBILITY REQUIREMENTS

INTRODUCTION

The *2022 Hogan Entrepreneurial Program/American Savings Bank Nonprofit Business Plan Competition* at Chaminade University is open to new nonprofits or nonprofit organizations planning to start new ventures that will benefit society.

The objectives of the Nonprofit Business Plan Competition are:

- To encourage excellence, innovation, and entrepreneurship in the nonprofit sector.
- To stimulate public interest in the creative and entrepreneurial work of nonprofit organizations.
- To help build a common foundation of practice, planning and understanding among socially-motivated nonprofit entrepreneurs.
- To find the best examples of companies whose missions include “Doing Business Things That Make Social Sense and Doing Social Things That Make Business Sense.”

ELIGIBILITY REQUIREMENTS

Business plans must be for one of the following:

- A new nonprofit organization
- A new program of an existing nonprofit organization
- A new for profit subsidiary of a nonprofit organization

(new means in operation less than 12 months prior to entry deadline)

The proposed venture must be designed to benefit society, i.e., it must generate positive social outcomes.

Each parent organization may submit only one business plan for review.

All entrants must be located in the state of Hawai`i.

ENTRY & REVIEW PROCESS

STEP 1: SUBMIT A STATEMENT OF INTENT

Deadline: **Tuesday, February 1**

Entrants must submit a simple, typed, one-page statement of intent to participate, briefly summarizing their proposed venture (for convenience see the attached Statement of Intent Form at the end of this packet). A signed copy of the statement can be mailed/emailed/faxed to:

The Hogan Entrepreneurial Program
Chaminade University of Honolulu
Attn: Ann Lujan Kishi, Associate Director
3140 Waialae Avenue, Kieffer Hall Room 12
Honolulu, Hawai'i 96816
Email: alujan@chaminade.edu,
Tel: 808-739-4673 Fax: 808-440-4249

Questions may be addressed to Ann Lujan Kishi.

STEP 2: SUBMIT A BUSINESS PLAN

Submission Deadline: **Received by 4pm on Tuesday, March 8**

Entrants must submit 10 paper copies of a complete business plan for the proposed venture. A sample Business Plan Outline is provided on pages 6 and 7. While the entrant's business plan need not conform exactly to this outline, **it must begin with a 1 page Executive Summary which includes, the name of the organization, the key contact person, a brief overview of the venture and its objectives, and a description of the product or service provided.** Materials should be mailed to the address above.

Business plans will undergo a detailed review and will be judged for completeness, quality, and other factors (see Evaluation Criteria). The initial pool of entrants will be narrowed to a set of eight finalists who will move to Step 3. All entrants will receive notification of whether or not they have been selected as one of the eight finalists by Tuesday, April 5.

STEP 3: ORAL PRESENTATIONS BY THE EIGHT FINALISTS

Presentation Date: **Tuesday, April 12**

The eight finalists' plans will be evaluated and scored by a panel of expert judges comprised of senior executives from banks, foundations, consulting firms, venture capital funds, and leading nonprofit organizations. Finalists will need to make an oral presentation of their plans before the judges' panel on Tuesday, April 12. Travel assistance will be provided to some finalists from neighbor islands.

RECOGNITION & AWARDS

RECOGNITION

Winners will be announced at an Awards Ceremony held on **Wednesday, April 27**. The event will be open to the public and the press will be invited. Travel assistance will be provided to some finalists from neighbor islands.

All entrants may benefit from communications and materials issued by the Hogan Entrepreneurial Leadership Program. A brief one page summary of each entrant's plan may be distributed widely.

AWARDS

Awards will be as follows:

1st Place	\$ 12,000
2nd Place	\$ 10,000
3rd Place	\$ 5,000
4th Place	\$ 3,000
Remaining Finalists	\$ 1,000 each

Note: Cash awards will be distributed in one unrestricted lump sum to the award winners. Prior to distribution, awardees will be required to provide proof of nonprofit status, or documentation that they have a nonprofit fiscal sponsor (see FAQs for additional information on fiscal sponsors and proof of nonprofit status).

EVALUATION CRITERIA

Business plans will be evaluated according to the following criteria:

Need or Demand for Venture. Given current community conditions and existing programs, is there a need or demand for the venture?

Appropriateness of Venture Model. Is the plan for starting and operating the venture appropriate to address the need or demand in an efficient and effective way?

Financial Viability. Does the plan address how the venture will be funded and sustained?

Implementation Capacity. Will those associated with the venture have the combined capacity to implement the plan?

Risk Factors. Have major risks to the venture been addressed?

Social Return on Investment. Are the venture's anticipated social impacts high relative to its cost?

Social Innovation. Is the idea so good that others wonder "why didn't we think of that?" Is the venture likely to be a model that can change the practice of other nonprofits in the field?

SAMPLE BUSINESS PLAN OUTLINE

The following outline is provided as an **example** of a nonprofit business plan outline. Not every component of this outline will be applicable to your venture. The organization and content of plans will vary based upon the unique character of each venture. **However, every submission must begin with an Executive Summary.**

- (1) Executive Summary.** This section is a brief overview (one page maximum) providing the name of the organization, the key contact person, a brief overview of the proposed venture, its objectives, and a description of the product or service provided.
- (2) Description of the Need or Demand for the Venture.** This section should describe the need for your proposed venture. It should answer questions such as: Who will benefit from this program? Who are the program's target customers or clients? How many customers or clients will be served? Is there a demonstrated need for what your venture will offer? Answers to these questions might include relevant statistics and trends, if appropriate. This section should also include your assessment of the competition (if any exists) and an explanation of your venture's advantages over the competition.
- (3) Marketing/Outreach Plan.** This section should describe how you plan to attract your target customers or clients to the venture's product or program. It might include a description of things like advertising, outreach efforts, marketing plans, and the pricing of your product or service (if applicable). If you plan to create and sell a product, this section should also include a description of your plan to distribute your product. It should include sales or service goals and timelines.
- (4) Operations Plan.** This section should include a description of how you will produce your product or provide your service (e.g., it might describe your production process). It should also include a description of any of the systems, infrastructure, or physical assets needed to operate your venture (e.g., data collection systems, software, equipment, office space, etc.) including how and when they will be obtained.
- (5) Management Capacity & Staffing Plan.** This section should describe key positions including any key staff, board or volunteers, their responsibilities, and their qualifications vis-à-vis the proposed venture. The section should be designed to answer questions such as: Who will be responsible for implementing key parts of the business plan? Do key staff or board members have the experience or expertise required to implement the plan successfully? If key positions are vacant, the section should also address how you plan to recruit, hire, and train those who will fill key positions.

- (6) Financial Plan.** This section should show the venture's financial feasibility and set financial goals. At a minimum, it should include a 3-year projected Statement of Cash Flows or Statement of Activities (also referred to as an Income Statement). A start-up budget should also be included if applicable. Any assumptions used in developing financial projections or analyzing the venture's feasibility should be explained. If grants, donations or other subsidies are required to operate the venture, this section should include a description of your fundraising plan, its goals and timelines, and the targeted sources of funding.
- (7) Social Return on Investment.** This section should describe the social outcomes your venture is designed to produce. To the extent possible, results should be defined in quantitative terms, with targets and timelines. This section should also include a description of the measures that will be used to monitor and assess the social impact of your venture.
- (8) Risk Factors.** If any *major risk factors* are not addressed in previous sections of the plan, a description of these risks and your backup plans/risk mitigation strategies should be described in this section.

FREQUENTLY ASKED QUESTIONS

All I have is an idea for a nonprofit organization or a social venture. Am I still eligible to enter the Competition?

Yes, absolutely. You should develop a business plan for your idea and enter it in the competition. However, if you are selected as one of the Cash Award Winners, you will be required to obtain a nonprofit designation from the IRS or a qualified fiscal sponsor before a cash award can be distributed to you.

What do you mean by “proof” of the Winner’s nonprofit status or nonprofit fiscal sponsor?

In the case of an established nonprofit organization, an IRS 501(c) (3) Designation Letter will suffice as proof of nonprofit status. In the case of an individual or group using a nonprofit fiscal sponsor, a signed commitment letter from the sponsor and proof of the sponsor’s nonprofit status (i.e., IRS Determination Letter for the sponsor) will suffice as proof of sponsorship.

What is a fiscal sponsor and how do I get one?

Obtaining a designation as a “501(c) (3) nonprofit” organization from the IRS can be a time consuming and costly process. In the start-up phase, many venture organizers use the tax-exempt status of an existing nonprofit organization – a “fiscal sponsor” or “fiscal agent” – to obtain funding without having to secure their own nonprofit designation. The fiscal sponsor agrees to let the venture organizers use its nonprofit status to obtain funding and to separately manage funds received for the venture. In exchange, the fiscal sponsor may charge the venture organizer(s) a fee for administration. The terms of fiscal sponsorship are typically spelled out in a contract or a Memorandum of Agreement between the fiscal sponsor and the venture organizer(s). A good fiscal sponsor will be an established nonprofit organization with strong financial management capacity and experience in fiscal sponsorship.

Are one-time events, campaigns, or workshops eligible for this competition?

Yes. Note, though, that plans will be judged, in part, on their potential to generate substantial social impact and their level of innovation, particularly innovations that may influence the practices of other organizations. Workshops, public awareness campaigns, conferences, benefit events, and similar endeavors are eligible entries, but will need to score well on these criteria.

As a start-up venture, I currently have no director, staff or board? What should I describe in my plan to address the “Implementation Capacity” criteria?

Start-up ventures without existing staff or board capacity should focus on describing what combination of staff, board or volunteers will be needed to implement other components of the business plan. For example, key positions, their roles and responsibilities, and the qualifications sought, might be discussed in the plan. If you anticipate that it will be difficult to find qualified staff or board members, a description of how staff will be recruited might be appropriate as well.

What do you mean by “Financial Viability”? Does this mean that I have to prove my venture’s feasibility and sustainability?

The “Financial Viability” criteria merely indicates that a plan should address how the venture will be supported and sustained financially. If grants or donations are required, a good plan will provide some sense of where these funds might come from or how they might be obtained. A plan does not have to prove that a venture will be financially sustainable in perpetuity. Rather, it should show that some thought has been devoted to what feasibility and sustainability require and what steps will be taken to achieve them.

What do you mean by “Social Return on Investment”? Does this mean that my venture’s impacts must be quantified and compared to costs?

Ventures will be judged on the quality and quantity (where possible to quantify) of the social benefits they aim to produce. We recognize that social benefits are not always quantifiable, and that in many cases quality matters as much, or more than, quantity. In general, your plan should make the strongest case possible as to why your venture is important and worth the financial investment. Comparisons to similar ventures and their outcomes and costs may be helpful in this regard.

If you have additional questions, contact Ann Lujan Kishi, alujan@chaminade.edu or 808-739-4673.

STATEMENT OF INTENT

I intend to participate in the *Hogan Entrepreneurial Program/American Savings Bank Nonprofit Business Plan Competition* and will submit a Business Plan by Tuesday, March 8, 2022.

Description of Proposed Venture:

How did you hear of our competition?

Date: _____

Organization: _____

Mailing Address: _____

Email: _____

Telephone: _____

Fax: _____

Name (printed): _____

Signed: _____

(Project Champion)

Email by **February 1** to:
The Hogan Entrepreneurial Program
Chaminade University of Honolulu
Attn: Ann Lujan Kishi, Associate Director
3140 Waialae Avenue, Kieffer Hall Rm.12, Honolulu, Hawai'i 96816
Phone: 808-739-4673 Fax: 808-440-4249 Email: alujan@chaminade.edu