CALLING ALL SOCIAL ENTREPRENEURS

Register for this Free UWA CSI Event

Are you launching a start-up or early stage growth company?

Can you demonstrate commitment to delivering lasting social or environmental impact?

You are invited to pitch for investment at the UWA Centre for Social Impact (UWA CSI) Pitch Competition with Mustard Seed on May 14.

As a follow up to Dr. Pamela Hartigan's (Director of the Skoll Centre for Social Entrepreneurship, Oxford) call for social entrepreneurs to define a new way of doing business at her UWA CSI public lecture in Perth, UWA Business School is hosting Mustard Seed on May 14 for a competition that is open to all teams from Australia.

What is Mustard Seed?

Mustard Seed is passionate about enabling the brightest and best talent to create sustainable and impactful businesses of the future. Co-founded by Alex Pitt and Henry Wigan in 2013, Mustard Seed addresses a rising appetite for entrepreneurship and socially-minded enterprise among graduates and others. By investing in business with a clearly defined social or environmental mission, Mustard Seed bridges a critical funding gap to support early stage ventures.

How it Works

The pitch competition is open to all Australian enterprises in start-up or early growth phase, who can clearly identify a social and/or environmental mission, their target market, and how they plan to scale their business and also a measurable impact. Interested teams should read the criteria below, prepare a two-minute pitch video, and submit their entries via the Mustard Seed website. All teams are welcome at the final pitching event on May 14.

www.mustardseedimpact.com
How Mustard Seed Invests

Mustard Seed cares about your motivations: why are you starting a company? From the final event, the Mustard Seed Investment Committee will select the Top 5 Finalists for consideration. The Audience will select one of these finalists. There is no guarantee of investment. Mustard Seed typically invests between $100,000 and $800,000 and provides significant support toward scaling through its global member network.

**Are you up for THE CHALLENGE?** Come pitch for investment consideration by Mustard Seed

[www.mustardseedimpact.com/events](http://www.mustardseedimpact.com/events)

How to Apply

To apply, put together a two-minute pitch video answering the following:

- What social/environmental problem are you solving and how?
- Why are you the right team to solve this problem?
- What traction do you have (users, revenue, prototypes, etc.)?
- How does your business make money? How does it scale?
- How much money are you seeking and how will you spend it?
- How is this start-up going to make the world a better place?

The challenge is open to all Australian social businesses (for-profit for-purpose entities) able to accept impact investing funds and capable of providing a return to the investor. All finalists must be available to pitch their idea on the night of 14 May 2015 at the UWA Business School.

**Video pitches must be submitted by April 27 via [www.mustardseedimpact.com/events](http://www.mustardseedimpact.com/events). Finalist teams will be announced by May 1, 2015.**

Go to [www.mustardseedimpact.com/events](http://www.mustardseedimpact.com/events)

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What We Mean by Social and Environmental Impact

- **Team**: What drives your team? Why do you care about this topic?

- **Focus**: Does the business provide a compelling solution in one of our target areas: employment, education, social inclusion, physical and mental health, family, community, or resource efficiency?

- **Alignment**: Does the solution provided address the root cause of the issue? Is social/environmental impact core to company strategy?

- **Measurement**: Can the outcomes be measured and monitored?

- **Scale**: Can the company achieve significant scale of impact? What is the scale of the problem to be addressed?

- **Fit**: How can the Mustard Seed network support this mission?

Pitch Day and Beyond

**At the Event**

- The overall event will include keynote speakers, the pitch competition, and an Audience Choice award through participatory voting

- Finalist teams will have three minutes to pitch, with two minutes for Q&A

- The Audience Choice Award will be announced at end of the event.

**Following the Event**:

- Mustard Seed proactively follows up with the top 5 finalists but is open to meeting all companies that submit a video entry

- Up to five finalists will be selected by the Mustard Seed Investment Committee and announced on [www.mustardseedimpact.com](http://www.mustardseedimpact.com) within one week

- Due diligence prior to investment typically takes between two months and one year; teams should expect intensive follow up with Mustard Seed; where the business model evolves and pivots, Mustard Seed may invest after more substantial periods of time

- Mustard Seed will typically invest in 1-2 companies post-event.

[www.mustardseedimpact.com](http://www.mustardseedimpact.com)