



Social Venture Bootcamp

Do you have a social enterprise or venture idea to create positive change? Social Venture Bootcamp (SVB) will save you time and money, and get you and your team more quickly to a viable idea.

About Social Venture Bootcamp

Social Venture Bootcamp is a 3.5 day intensive process to help deeply understand the problem to solve, assess whether the enterprise idea will help solve the problem, understand the value proposition and business model, and make a plan to test the idea with real customers.

At SVB, you and your team will have access to both theory and practice, and years of expertise from local social entrepreneurs and faculty who have 'been there and done that'. Instructors include faculty from Camosun College, Royal Roads University and University of Victoria, alongside social enterprise leaders.

By the end of SVB, you will be able to take one of the 4 following actions:

- Hmm- maybe not such a great idea, but I am ***inspired to find a different path;***
- Ugg- great idea but the work to get it off the ground is ***not worth it or*** seems daunting;
- Yeah- great idea but ***needs changes;*** OR
- Awesome- great idea and here's the ***plan to move it forward***

By using a social impact and lean approach, you will move quickly from idea to testing viability. You will leave with a plan for 'next steps', a mentor to help guide you and an

A social enterprise uses business strategies to create positive environmental, social and/or cultural change. **Social enterprises** tend to be non-profits and **social ventures** tend to be for-profit or co-ops. We don't think incorporation matters as much as these core principles:

- The enterprise exists to create a positive change or address a social, environmental or cultural challenge
- The enterprise earns money, whether as a significant earned income stream with a non-profit or as a for-profit enterprise
- Surpluses and profits are principally reinvested into its social, cultural and/or environmental mandate.

invitation to attend LAUNCH in Spring 2018.

Early bird rate \$500/person, additional attendees are \$350, up to 3 participants from each enterprise. (\$599 after January 15,2018).

Maximum number of participants- 30 people.

Register Now!

Early Bird Registration ends **January 15, 2018**. Registration is very limited, so participants are encouraged to register as soon as possible!

Registration Details:

- Register through the SE Catalyst website: <http://www.secatalyst.ca/>
- You will receive an invoice, application and photo release by email shortly after
- Pay to secure your spot
- Send in the following information by February 1, 2018 along with photo release form

Tell Us About Your Idea*

- What is the social, environmental or cultural challenge you want to solve and who has this challenge?
- Briefly describe (5 bullet points) your customer or user. Who are they and what do they want?
- What is your idea for solving this challenge for this customer or user?
- How will this venture benefit society?
- What source of revenue or funding do you envision would allow you to sustain this venture?
- What is currently on the market/initiatives to address this issue?

**any information shared in this application will be shared with the Social Venture Bootcamp organizing committee only. This information helps us to ensure that SVB meets the needs of participants.*