SOCIAL ENTREPRENEURSHIP PROJECT IN BINGHAMTON, NY

You are accustomed to community service. This social entrepreneurship project includes community service; however it is also something far more. You are to enter your organization with a mindset to solve a problem of sustainability for that organization. Working with the agency contact person(s), your group is to identify a continuing need of the organization and propose an implementable solution, thereby increasing the strength and stability of that organization. Your contact person will understand your intention to propose a sustainable solution to an organizational need.

Your full proposal should be a single document, 8-10 double-spaced pages, including a budget, but not including references. You may include up to 3 additional pages as appendices, if needed. The proposal must be typed in Times New Roman size 12 font, double-spaced with one-inch margins. The full proposal must include the sections below:

- Title of your project
- Introduction
  - Briefly summarize the community or organizational need to which your project responds.
  - Show an understanding of the relevant research on the need. What does research tell us about responding to such a need as this?
  - Indicate the current status of the community/organizational need. What is already being done and what remains to be done?
  - Please include a reference list at the end of the final proposal.
- Client Segments
  - Whose lives will be impacted as a result of your efforts and in what ways? What population(s) will benefit from your efforts? pp. 20-21
- Value Propositions
  - What value will you bring to these lives and to their community/organization? pp. 22-25
    - Include a detailed explanation of your proposed project or innovation and its intended impact in each quarter of its first year of implementation.
    - Include any ethical or cultural considerations.
Consider potential challenges that may arise in working with the identified community/organization, and proposed solutions to these challenges.

- **Channels**
  - What channels will you use to deliver your response? pp.26-27

- **Client Relations**
  - What sort of relationship will you establish with community/organization members and how will you establish it? pp. 28-29

- **Key Resources**
  - What key resources will you require (physical, intellectual, human)? pp. 34-35
  - Include a list of the key project team members needed to accomplish your project.
  - What will be your recruitment and training procedures for personnel or volunteers?
  - Include relevant biographical information for each of your group members showing the extent to which each member of your group could help to lead this project.

- **Key Activities**
  - What key activities must the implementers engage in regularly to be successful? pp. 36-37
  - Include a timeline for the first year of implementation.
  - How would you measure your success at achieving your project’s goals.
  - What would you measure and how would you measure it?

- **Key Partners**
  - Who would be your key partners and suppliers? pp. 38-39

- **Cost Structure/Revenue Streams**
  - What would it cost to implement your response? pp. 40-41
  - What would be the revenue streams? How would you fund what you do? pp. 30-33
  - Please include a budget and budget narrative, outlining all costs and expected revenue associated with your project over the first year. Please explain how you calculated your costs.

- **Summary Conclusion**
  - Briefly summarize the response proposed by your group in collaboration with community members.
  - To what extent is the response acceptable to the community with which you worked?
  - How will the community members proceed after you are gone?