



#ActionLabEU

THE ACTION LAB
GENERATING SOCIAL BUSINESSES



SOCIAL BUSINESS CHALLENGE

FROM **IDEAS** TO **ACTION**

We are looking for passionate youth (**age:18 - 31**) with game changing social business ideas to join our EU - India collaborative project, **THE ACTION LAB**. The **TOP** team will win an **all-expenses paid immersion training** in **ITALY** and **incubation support** .

www.makeroomeu.com

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www.theactionlab.eu



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The Action Lab is partly funded by European Commission's Erasmus+ , co-created by Make Room India and its partners International Labour Association (The Netherlands), Social Innovation Centre (Latvia) and The Qube (Italy).

THE ACTION LAB AIMS TO:

1. Identify and Nurture **Youth** to build sustainable solutions to locally relevant problems & under-served areas.
2. Use **Social Business Models** to tackle problems of marginal communities and under-reserved areas.
3. **Tackle Unemployment** among Youth by enabling them to be Job Creators.
4. **Develop Open Resource - non-formal learning tools** to enable youth to learn about entrepreneurship.



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WE INVITE applications from Youth with :

1. Ideas that can redefine the solution landscape of local problems.
2. Commitment to make a difference to their communities - breaking all barriers.
3. An Entrepreneurial zest to build social businesses tackling any one of the SDGs.

WHAT ARE WE OFFERING?

1. The WINNING Team will join the international cohort of teams for an **All-expenses paid International Immersion**, to be held from **7th to 19th, Oct 2019** in ITALY.
2. **Incubation support** from the **Make Room Ecosystem** - access to mentors, market connections & social business incubators / accelerators & funding support
3. A **Thriving International Network** of Changemakers & Organizations.

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SUBMISSION OF IDEAS:

1. Submission should be made by the "Social Enterprise name"
2. The Submission format:
 - a. Problem Statement,
 - b. Solution
 - c. Product/ Service details
 - d. Why is NOW the time for your product/service?
 - e. How does your solutions work?
 - f. Business Model
 - g. Competitor Analysis
 - h. USPs
 - i. Go-to-Market Strategy
 - j. Revenue Model
 - k. Team Details
3. Send your ideas to: pranav@makeroomindia.com by 25th Aug 2019.
4. Shortlisted teams will be communicated on further steps, maybe invited for a Bootcamp before the Finale.



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Eligibility Criteria:

1. Open for Youth from **18 – 31 years** of age. Only Indian nationals can apply.
2. No bar on education status / employment, however, we invite applications only from teams that are committed to launch social businesses .
3. Team size should comprise of **at least 2 members**. Though there is no upper limit on the maximum number, only 4 from the winning team will be eligible for the International Immersion Program.
4. Ideas need to **solve at least one local problem** relevant to local Indian context. (0-6 months old)
5. Social Business Ideas must aim at **Financial sustainability**
6. **Multiple entries** from any/all of the team members is **strictly not allowed**.
7. There will be a nominal commitment fees charged to the Winning Team - which will, upon launch, be returned to the respective social enterprise.
8. Teams **must be available** for the complete duration of the International Immersion program in Italy (Oct 7-19th, 2019).

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NOTE:

1. We invite social business ideas that are 0 – 6 months old.
2. The decision of the Make Room India (& Global) and the authorized ecosystem representatives is final and no queries pertaining to it shall be entertained. We believe in co-creating solutions that can make a difference to the world, as such, believe in forging meaningful relationships across.
3. Any unethical / malpractices from the participants side, will directly lead to their disqualification from the Challenge and appropriate actions may be initiated.
4. By default, all entries are treated with utmost privacy and we believe that participants are not infringing on anybody else's intellectual property rights. If any, participants are responsible for that; Make Room India (&Global) and its representatives are not responsible whatsoever. By entering an idea, all participants agree to the rules & regulations of The Action Lab, amended from time to time.



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What is a Social Business?

The vision of The Action Lab is to identify and nurture youth that will adopt social business models to solve pressing problems of our time. Social Entrepreneurship (business) models - borrow business principles to design solutions (product / service) and governance to create social impact . This precisely separates non-profits from for-profit social enterprises.

For us, all and any business idea that aspires to tackle a local problem, contributing to the SDGs with a clearly identified source of revenue granting financial sustainability (not dependent on grants) counts as a Social Business (enterprise). Drawing inspiration from Nobel Laureate Prof Muhammad Yunus and the current Impact Investing scenario, we wish to highlight that a clear cut intention to create a long lasting societal impact along with minimum return on capital will be one of the desirable features of Social Enterprises. Along with these, we will also be measuring how a business idea plans to utilize local resources, product (service) innovation and readiness of the team to implement solutions on-ground.

Based on the initial submission, the selection committee might request for subsequent information on the proposed impact, innovative element of the idea, financial viability and scalability of the venture. Ideas that promise far-reaching impact, scalable / replicable models are welcome to explore what our Global collaborative social change ecosystem has to offer.

About Make Room India (Global):

Launched in 2016, Make Room is a Global Social Change Ecosystem - Young leaders build innovative solutions; Change-makers accelerate their goals by open dialogue and exchange of good practices; and Sustainable Solutions are Advocated for social change. So far, Make Room Global has worked with over 250 changemakers from Asia (India & Bangladesh), EU & African continents and collectively impacted 4000+ people.

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"Today's pressing problems can be better solved through international collaboration and by enabling youth to be the torchbearers of change. What is important is a sense of ownership, motivation, purpose, talent and passion to make the world a better place and strength to be forces of good rather than victims of circumstance."

- Mr Pranav Hebbar,
Co-Founder & Director, Make Room India



Contact:

Mr. Pranav Hebbar
Co-Founder | Make Room India
Email: Pranav@makeroomindia.com

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