NAME OF THE BIG IDEA:

WHICH STATEMENT HAVE STUDENTS ADDRESSED?
   a) Develop a concept and business plan for a new social enterprise
   b) Develop a concept and business plan for a new social business; or
   c) Develop a concept and business for a new social enterprise or business for a not-for-profit organisation of your choice.

Outstanding entries will meet the criteria below plus demonstrate innovation, entrepreneurialism, due diligence, assessment of concept feasibility and clear social outcomes.

<table>
<thead>
<tr>
<th>Category</th>
<th>Outstanding</th>
<th>Very Good</th>
<th>Good</th>
<th>Satisfactory</th>
<th>Unsatisfactory</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

Meet The Big Issue’s definition of a social enterprise or social business, that is:

Operate as a not-for-profit, seeking to generate a surplus for the purpose of reinvesting

Deliver an activity or function that creates social outcomes

Be scalable: have capacity to grow significantly, even if it is small in its startup phase

Be financially sustainable in the mainstream marketplace: Whilst seed funding may be sought initially, ongoing funding or donations should not be relied upon

Be a legally compliant enterprise, including by meeting all relevant legislative requirements, for example, applicable award rates would be paid to all employees.

Social enterprise category only: Offers employment to marginalised people

Generate direct and meaningful work opportunities (with low to no barrier of entry) for homeless, marginalised or disadvantaged people within the enterprise
Judges’ Comments and Recommendation: