



BY THE
CENTER FOR
PEACE AND
COMMERCE

2016 Social Innovation Challenge Round 1 Questions

1. **What is your social innovation?**

Please describe the problem your innovation is trying to address and what is the response you are offering.

2. **Who benefits the most from your social innovation?**

Please describe the specific target population that benefits from your social innovation. This could be a target customer and/or beneficiary of the social impact of your venture. Be as specific as possible.

3. **What are your expected sources of revenue and/or funding?**

Please describe how your innovation will be sustained financially. Are you going to offer a product or service for a price/fee? Are you going to seek donors or apply for grants?

4. **What is your success?**

What measurable outcomes do you aim to achieve within the first few years of starting your venture? For example, reduce environmental pollution in a specific region by 20%; reduce childhood obesity in a specific population by 10%; create jobs for x number of people in a specific target group, etc.

5. **How will you get there?**

Identify the tasks and milestones that you will take to achieve your success. Be as specific as possible about the steps you will take to design, pilot, or scale your venture, depending on what stage you are beginning at.

6. **How does implementing this venture fit into your future plans?**

Please explain the priority level of this project for your team. How much time and commitment you will be able to dedicate to this project? What barriers exist to your plans to implement this project over the next 12 months.