YES NETWORK PAKISTAN

BRITISH COUNCIL

Idea Submission Form

for

Youth Social Enterprise Challange

www.yesnetworkpakistan.org

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The Problem (Opportunity

What is the problem? Develop the problem statement that by providing context, problem situation (initial) and desired situation (goal). Why is it important, what is the scale? Give clear explanation why the problem matters. What damage would it do? What good will it prevent, what opportunity it brings? How big is the problem?

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Vision and Mission

What change in the community would you ultimately want to see? Imagine what the world would be if the problem is solved. The mission would give you a sense of purpose or the reason why your social enterprise exist.

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Theory of Change

What is your theory of change? A theory of change is a way of thinking about how the outcomes of your activities lead ultimately to your desired social impact. For example: If low-income disadvantaged young people have first hand experience running a business, they will be more successful in their careers.

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The Solution

What is your solution (products and services)? What are the key activities needed in achieving your mission? Who are your customers? How do your solution innovatively remove the pain (solve the problem? Who else are solving the problems?) Who are your competitors/partners? What can do you better or different from them?

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Social Impact

What is your ultimate desired social change? What are outcomes derived from your planned activities? How are these outcomes contribute to your ultimate goal? How do you measure your social impact?

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The Team

What is your human resource requirement? Who are your core team? What is your advisory and mentorship needs?

Name	Date of birth	Qualifications	Experience	Address

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Financial Summary

What is your financial need? What is your budget? How would you sustain your social enterprise?