SOCIAL IMPACT AWARD Incubation

CORE ELEMENTS

YOUR COHORT

Exchange challenges and ideas with your fellow finalists.

YOUR PRIORITIES

Reach crucial milestones with the individualized support of our mentors and experts.

YOUR OUTREACH

Generate first followers through our community voting.

YOUR ADD-ONS

Get further support in terms of co-working space, pocket money or additional perks.

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Principles

Based on the experience of the past years.

Advantages of the incubation design

- High amount of individual coaching and support
- Clear goal setting and prioritization for incubation period
- Progress is trackable
- Process works well for finalist teams from different cities
- Flexibility for each local SIA team to add elements such as workshops
- Costs are predictable (max. X hours per finalist team)

Key success drivers of the incubation design

- Skilled and well-briefed mentors
- Tracking of team progress

Support Roles

Three support roles for your incubation progress.

Incubation Coordinator

Coordination of entire incubation cohort*

Incubation Mentor

Individual mentoring of a finalist venture

Incubation Expert

Knowledge provider for specific venture dimension**

*usually the SIA Country Coordinator

Focus Areas

The mentoring is structured around **3 focus areas**, which have been developed with international incubation experts. These focus areas are supposed to help the venture to **prioritize and structure their work**. These focus areas are:

Mentoring Meetings

- The mentoring takes place in form of **meetings**. It is strongly recommended to hold meetings in face-to-face settings, especially at the beginning. In case of geographical distances, virtual meetings are also possible.
- Each meeting is supposed to take **one hour**. The meetings shall be **distributed equally** throughout the entire incubation period.
- The **follow-up** of each meeting is done by the mentee (feedback on mentor & meeting outcomes).

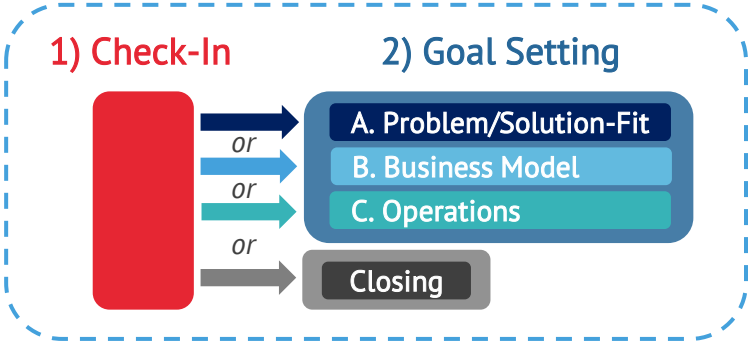
Meeting Modules

Each mentoring meeting consists of two modules:

1) **Check-In:** Here the mentor checks the progress of the specific focus area since the last meeting and decide on the next focus area.

1) **Goal Setting:** Here the mentor discusses the status of the venture regarding the respective focus area and sets goals to make progress on them.

At the very last meeting the goal setting is replaced by a **closing** session marking the end of the mentoring process.



Preps from SIA International

Mentor Selection

- General guides for Coordinators, Mentors, and Finalists
- WordPress form templates for mentor applications

Mentor Onboarding

- Meeting Preps and Meeting Notes for:
    - Initial check-in
    - Goal setting on PSF/BM/OP
    - Check-In PSF/BM/OP
    - Closing module
- Mentor Manifesto
- Venture Assessment for Mentors
- Mentor Certificate

Team progress tracking

- Mentor Feedback
- Meeting Outcomes

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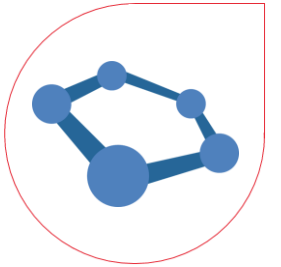
COHORT

Cohort supports each other instead of competing.



Purpose

- Incubated ventures should consider each other as **comrades**, not as competitors
- Sharing professional and personal **challenges**, enhancing **peer-to-peer support**, and **co-learning** as key drivers of a sustainable leadership
- A culture of **co-sharing, identity and belonging** towards their cohort and SIA in general should be created

Minimum Standards

- At least **two cohort gatherings** per incubation phase
- At least one cohort gathering must take place in the form of a **physical meeting**
- At least **one representative** per finalist team present at each gathering
- First cohort gathering must take place **within first 2 weeks** of incubation
- Cohort gatherings can be integrated in **incubation bootcamps**, but must take place in separate sessions with a strong focus on reflecting and cohort building and must also be communicated as such towards the finalists

Wellbeing

Burn-out prevention as part of your cohort element

Burnout is common for entrepreneurs, but for social entrepreneurs, burnout rates and compassion fatigue are **even higher**.

Lessons learned from a SIA Alumni:

- Ali Mahlodji: one of the most successful SIA winners of all times
- Burn-out in 2014
- Video series focusing on 3 key factors for burn-out among s.e.:
  - Founders clash
  - Lack of delegation
  - Dealing with external pressure
- Embedded in a session flow to trigger a conversation among finalists

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Community Voting

Video production of all finalist ventures

Purpose

- Community Voting as a great tool to provide our ventures with **exposure and visibility** enabling them to generate first followers and potential partners
- **Awareness raising** for social entrepreneurship in general and SIA in particular
- Produced videos can be **reused** over and over again (e.g. in the book of inspiration, on social media, etc.)

Support tools from SIA International

- **Intro/Outro** templates for video production
- **SIA Style Guide**
- **Guides for SIA finalists:**
  - How to prepare your video pitch
  - Information on voting procedure

Community Voting

Video production of all finalist ventures

Minimum Standards

- **Video Production:** A 90 second video of each finalist project must be produced and edited by the SIA team (exception: In case of cost restraints the videos can also be produced by the finalist teams themselves). The video must include the official SIA intro and outro. In the intro/outro the international SIA partners as well as your local partners must be mentioned. Videos need English subtitles if teams present in native language.
- **Upload:** All videos must be uploaded to the international SIA YouTube channel and on the national SIA website (on community voting page) until **September 1, 2020**.
- **Timing:** The Community Voting starts in parallel in all countries on **September 14, 2020, 10:00 (local time)** and ends at 23:59 (local time) at the latest the day before the local Award Ceremony takes place in the respective country

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Goal: Further support to accelerate your venture.

Three types of add-ons

- Co-working space
- Pocket money
- Additional perks

Minimum standards

- Add-ons are optional, no licensee is obliged to offer them.
- All add-ons must be distributed equally among all finalists.

QUESTIONS?

Other SIA Events

SIA EVENTS

Sharing most relevant “tips & tricks”

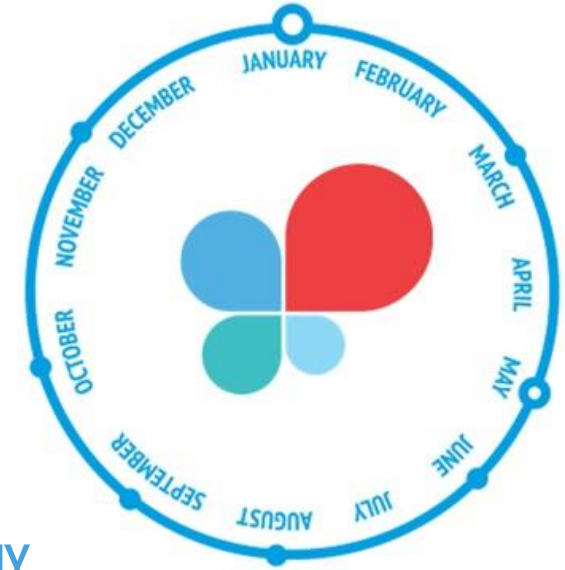
Kick Off
Meet the Jury
Finalist Announcement
Award Ceremony

SIA EVENTS

Highlights

KICK-OFF

SIA SUMMIT



MEET THE JURY

FINALISTS ANNOUNCEMENT

AWARD CEREMONY

SIA KICK-OFF

- ✔ Timing: Jan/Feb/Mar *(until March 31st)*
- ✔ Addressing both target groups
- ✔ It's all about excitement
- ✔ "Cool" speakers
- ✔ Promotion and preparation: the earlier the better
- ✔ Communication and engagement of partners

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MEET THE JURY

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- ✔ Addressing the social entrepreneur
- ✔ Useful, empowering and valuable expert feedback is crucial
- ✔ Get your jury members inspired to give their best at this event
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- ✔ Festive mode, social media wall, etc.
- ✔ Speakers by relevant partners/jury members/alumni
- ✔ Promotion and preparation
- ✔ Timing: enough time after DL and before start of incubation

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- ✔ Involve mentors from the incubation period & jury members to announce winners
- ✔ Get media coverage, good photos, celebrate properly! :)
- ✔ Between Sep 28 and Oct 4

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SIA SUMMIT

- ✔ Event for winners, coordinators and selected partners
- ✔ Manage expectations of participants during the incubation
- ✔ Think of the visa requirements before hand
- ✔ Prague 26-30

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