Unleash Your Inner Entrepreneur Project Partnership
Overview

PURPOSE

Supported by RBC Foundation and presented by Futurpreneur Canada and the Foundation for an Entrepreneurial Canada, this project partnership is designed to empower Enactus teams with the resources needed to identify, create and deliver projects educating and inspiring students and community members, ages 18-24, about entrepreneurship as a viable career option.

Enactus teams are encouraged to develop partnerships with community-based youth-serving organizations and local entrepreneurs to enhance the experience of participants. Teams will be required to design and deliver, at minimum, a two-hour event exposing a minimum of 20 participants to entrepreneurship. Teams must run these events during Global Entrepreneurship Week (GEW), November 14th to November 20th 2016.

This year, it is mandatory that the project present an online component. Enactus teams are encouraged to run in-person events empowering their target audience, but are required to set-up an online component to amplify the message either during or after the event. Options include live-streaming the event, creating a recap video that will be shared with the wider community afterwards, etc.

NOTE: While the main focus of this project partnership is on the entrepreneurship event itself, teams are allowed and encouraged to continue to work with project beneficiaries throughout the year to create long-term outcomes.

SELECTION CRITERIA

Successful applications will demonstrate the following:

- Clear goals, objectives, execution plan, and reasonable budget to achieve success
- Demonstrated reach outside of their Enactus team (including on campus and in their community), with projections for online attendance
- A plan to effectively empower their chosen audience through entrepreneurial action that transfers knowledge, builds capacity and incorporates solutions that focus on long-term success
- Partnerships established (with community based youth-serving organizations, along with campus-based incubators and other faculty programs)
- Demonstration of how the project content will increase entrepreneurial thinking and actions of youth within the target community
- Probable outcome of improved livelihoods (for example: new business start-ups, job creation, etc.) and utilization of appropriate data collection and evaluation methods to measure this success
- A project solution that is economically, socially, and environmentally sustainable

NOTE: Each of the items above will be rated on a scale from 1 to 5 points, for a total of 35 points.

RECIPIENTS

Three (3) Enactus teams will receive the following benefits:

- A project grant of up to $2,000 to run their event
- Access to event-related materials and resources

NOTE: Event-related materials and resources are only available in English.

enactus.ca
NOTE: 75% of the project grant will be disbursed in November 2016. The final 25% will be disbursed in April, 2017 upon completion of a final impact report that is deemed acceptable by the review committee.

Enactus teams selected to receive a project grant will be expected to:

- Hold an event targeting individuals ages 18-24, and open their event participation up to the public
- Make at least three social media posts using the #unleashentrepreneurs hashtag
- Include the appropriate logos on all relevant materials pertaining to the project
- Use all funds received in the delivery of their project as outlined in their application, unless otherwise approved by the Enactus Canada National Office
- Obtain media releases from all participants in the event a videographer is sent to capture parts of the event (samples available)
- Complete a written report summarizing their event activities and results to be submitted maximum two weeks after the event

NOTE: Selected Enactus teams will be asked to track:

- Satisfaction Ratings
- Number of students who intend to start a business after attending the workshop
- Percentage of students who that the skills acquired were relevant in starting a business
- Make use of program brand and templates available

NOTE: The appropriate logo and the Final Project Partnership Report Template will be sent to recipients upon selection.

Additional Event Deliverables:
Each event will:

- Amplify the message of your event via an online component, such as a live-stream or recap video
- Deliver content from participating partners that identifies the steps to take and turn a great business idea into a reality
- Share resources and toolkits that are available to support start-up success
- Feature, as a keynote speaker, a successful entrepreneur to share his/her entrepreneurial journey
- Provide opportunities to network with other aspiring entrepreneurs, participating partners, and successful young entrepreneurs
- Utilize social media before, during and after the event

NOTE: Your plan must include the following:

- Social media posts promoting workshops (minimum 3 posts per team (FB, Twitter or both) and spanning pre, during or post workshop); use of #unleashentrepreneurs hashtag and tag @RBC_Canada
- Pictures taken at workshop, which feature Unleash and RBC branding
- If an RBC representative is in attendance, picture of RBC representative speaking

TIMELINE AND IMPORTANT DATES

October 4th 2016 Application Deadline (by 11:59PM EST)
October 24th 2016 Announcement of successful Enactus teams
November 2nd 2016 Mandatory touchpoint with Program Manager to discuss project progress
November 14-20th 2016 Event takes place
December 5th 2016 Final Project Partnership Reports Due (by 11:59PM EST)