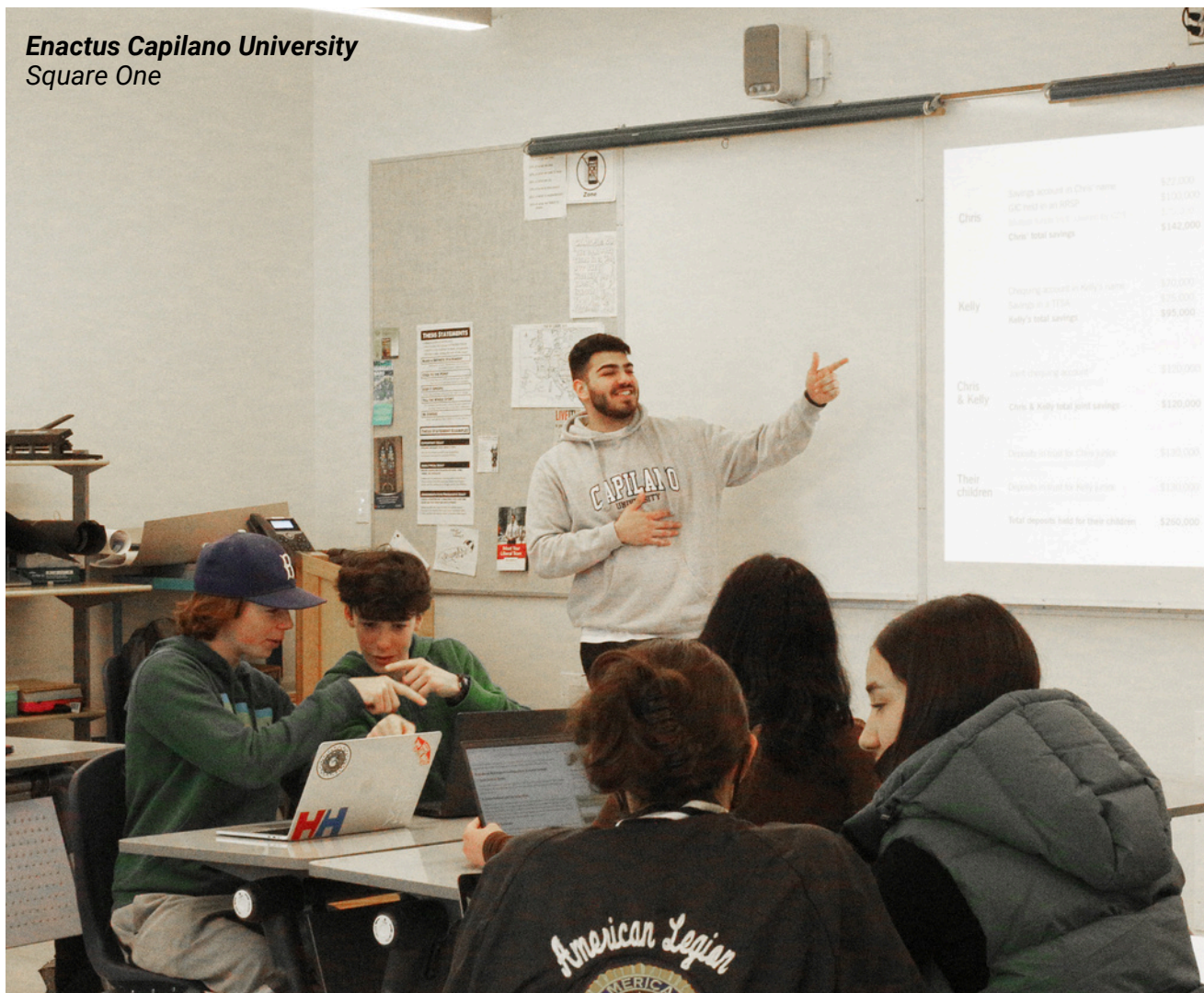


Project Models

The following are three different types of project models your team can develop. The definition and examples, will illustrate how they differ from each other. If you have questions, please reach out to your program manager.

Social Enterprise	
Definition	Example
A social enterprise is a business that operates to tackle a social problem. The viable social business model provides an empowering solution, creating long-lasting change and lifechanging impact, due to its built-in sustainability. The project generates its own funds, and thus does not depend on external parties to keep on running. These types of projects typically fully meet the Enactus criterion and generate the highest level of impact and all teams should aim to run at least one social enterprise.	“GreenGrow,” is a social enterprise started by Enactus students to address urban food insecurity and waste recycling. The team develops hydroponic systems using repurposed plastic containers, providing communities with sustainable food sources. Enactus students collaborate with local unemployed youth, teaching them how to build, maintain and teach others about hydroponics, creating jobs and spreading knowledge. Revenue is generated by selling surplus produce and offering workshops on sustainable urban farming. This project not only solves an environmental problem by recycling waste but also empowers marginalized groups with employment and education, ensuring its sustainability and impact.

Community Project	
Definition	Example
<p>This is similar to a social enterprise, but the key difference is that it does not operate as a business, but rather as a program. The project addresses a need through education-based activities such as workshops and seminars.</p>	<ul style="list-style-type: none"> • A financial education program • An entrepreneurial bootcamp • A consulting program for existing entrepreneurs



Strategic Project	
Definition	Example
<p>These projects are typically not presented at Enactus competitions, as they do not necessarily meet the Enactus criterion. However, they serve another relevant purpose: raise money for the team (commercial project); engage new members and build their leadership skills; generate awareness for your team (on campus or in the community) etc.</p>	<ul style="list-style-type: none"> • Food drives • Fundraisers • Networking events

