



## SOCIAL ENTREPRENEURSHIP SEMINAR

**The aim of the seminar is to present Masters and Bachelors students from all majors at UZH with social challenges that they have to solve through a social business. Through a series of meetings with experts and mentoring sessions, students are trained to effectively develop and pitch their social business idea. During the last meeting, they are evaluated by a panel of professionals based on their pitch and on their business plan, assessing product viability, market potential, social impact and willingness to invest. The top-rated social business idea will receive seed funding to start the business.**

*While the seminar does not award ECTS to Bachelors students, those who apply and are selected can participate in the same terms, including joining the competition for seed funding.*

The seminar is structured into six meetings and three mentoring sessions.

- During the first meeting, students will be introduced to the concept of the seminar and the social challenges to be addressed. They also have the opportunity to network to form groups.
- The second meeting will be devoted to discussing the scientific evidence behind what we know about what works (or not) to tackle the challenges at hand.
- During the third meeting, a professional coach who will teach how to build a social business plan.
- In the fourth meeting, students will be taught how to pitch a social business idea.
- The fifth meeting will present students with stories of failures, lessons learned, and the importance of taking risks.
- During mentoring sessions, each group will have the opportunity to meet with specialists and receive advice tailored to their social business idea, business plan and pitch.
- During the final event, participants will pitch to a panel of judges – social impact investors or part of the social impact ecosystem–, who will rate their business plans and pitches. A keynote speech on social entrepreneurship will be delivered to the students and attendees. The winner will be announced.

**Students are expected to develop project management and problem-solving skills, as well as improving communication and leadership skills.** Thanks to the unique structure of the seminar, students are given the opportunity to **design concrete solutions to real problems, while receiving guidance from professionals in the field and being exposed to their experience and expertise.** The seminar challenges students to become involved and drive positive social change. Besides the financial prize awarded to the winners, all groups whose business idea receive positive feedback from the judges are encouraged to pursue the development of their social business project.

Social Entrepreneurship

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## Concrete Solutions for Real Problems

For the first time, the University of Zurich offered a seminar in which students could acquire first-hand knowledge of what it means to become a social entrepreneur and develop a business plan to solve a concrete social problem. In their final pitch last Monday, six teams competed in front of a jury for an award of CHF 10,000 to kick-start their business.

*Hannah Lora Freeman*



🔍 Rüben Marquillas (left) and Raphael Metzler (right) of EDUCAM were awarded the prize money of CHF 10,000 for their project which focuses on incentives to increase teacher attendance in schools in South America. (Image: David Hubacher)

<http://www.news.uzh.ch/en/articles/2017/Social-Entrepreneurship.html>