

NextBillion.net is pleased to announce **The Next: 2010 Case Writing Competition**. The case writing competition is open to students and faculty members at both the undergraduate and graduate level. The hope of this competition is to engage students and faculty on campuses all over the world in the emerging field of social ventures.

Contest judges include:

- **Bob Kennedy**
Executive Director, The William Davidson Institute
- **Brian Trelstad**
Chief Investment Officer, Acumen Fund
- **Virginia Barreiro**
New Ventures Global Director, World Resources Institute

Case submissions must be on a social venture (e.g., VisionSpring) or a relevant base of the pyramid topic (e.g., the role of subsidies in social ventures). A social venture is broadly defined as a business enterprise that targets a poor population to sell and/or source its goods or services. The venture must have a specific social objective and seek long-term self-financing. It may be a for-profit or non-profit organization. In addition, the case must address at least one of the following questions:

- **Where can markets work best to address issues of poverty?**
- **What business models and business innovations are effective in developing scalable businesses serving low-income markets in the developing world?**
- **What are the consumer behaviors – in terms of spending and decision-making – that define market opportunities?**
- **How can market-based approaches to poverty alleviation achieve their goals while also protecting natural resources and preventing environmental degradation?**
- **How can the public and/or private sector best support the development of businesses serving the poor?**



Prizes:

First: **\$1,000** Second: **\$500**
Third: **\$250** Fourth and Fifth: **\$100**

In addition, winners will be interviewed and profiled on NextBillion.net and will receive an autographed copy of Jacqueline Novogratz's new book, *The Blue Sweater*.

Timeline:

January 15, 2010:

Intention to compete form due.

Entrants will be required complete this form in order to enter. Feedback on forms will be provided within 2-3 weeks.

April 30, 2010:

Cases Due

June 1, 2010:

Winners Announced

The case competition will have a rolling submission process. Intention to compete forms and cases can be submitted prior to the deadlines.

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