



**Startup Insider Initiative**  
Hill Communications | Spring 2015

STARTUPINSIDER

# TABLE OF CONTENTS

Client Background . . . . .	3
The Team . . . . .	4
Goals & Objectives . . . . .	5
Strategies & Tactics . . . . .	6
Execution Timeline . . . . .	7
Team Budget . . . . .	8
Evaluation . . . . .	9
Goal #1 . . . . .	9
Initiative Information . . . . .	10
Social Entrepreneurs . . . . .	11
SI Student Organizations . . . . .	12
University Partners . . . . .	13
Women Entrepreneurs . . . . .	14
Promotional Video Themes . . . . .	15
Media List . . . . .	16
Goal #2 . . . . .	17
Recommendations . . . . .	18
Appendices . . . . .	20
Appendix 1: Logos . . . . .	20
Appendix 2: Logo Systems . . . . .	21
Appendix 3: Seal Options . . . . .	22
Appendix 4: Social Media . . . . .	23
Appendix 5: Style Guide . . . . .	24
Appendix 6: Kits . . . . .	25
Partnership/Sponsorship Kit . . . . .	25
University Network Guide . . . . .	28
Campus Representative Guide . . . . .	31
Press Release Template . . . . .	34
Appendix 7: Email Banners . . . . .	35
Appendix 8: CGI Infographics . . . . .	36
Appendix 9: Media List . . . . .	39

## CLIENT BACKGROUND

Startup Insider Initiative was created in 2014 as a Clinton Global Initiative America Commitment to Action, out of the need for further support of social entrepreneurs in the impact sector. Startup Insider ([startupinsiderinitiative.org](http://startupinsiderinitiative.org)) aims to provide funding and create jobs for men and women in the impact sector on a global scale through the creation of a cloud-based accelerator platform.

Social entrepreneurs can “Become an Insider” and sign up to utilize the platform’s “Insider” tools, such as unconventional resources like public relations and marketing specializations, business development and IT support, and legal aid. The platform also includes funding opportunities, mentoring from global social entrepreneur leaders, partnerships, research capabilities, programs and courses.

The Initiative’s baseline goal is to sign up 2,500 social entrepreneurs to the cloud-based platform and deploy \$50 million in capital to those entrepreneurs for economic impact. The SI+ Network will provide \$1 million in support services to social enterprises. The Initiative plans to create 2,000 jobs in the impact sector around the world.

The Initiative will also launch the Global Social Enterprise Institute (GSEI), the cloud-based Global Social Enterprise Accelerator (GSEA), the Community Social Venture Comment Program™ (CSVC), and Startup Insider regional chapters.

Startup Insider is an Initiative of Short Enterprises ([shortenterprises.biz](http://shortenterprises.biz)), a consulting agency specializing in public affairs, strategic communications, and sustainable development. The firm has 500 international collaborators and is involved in launching development projects, with \$100 million of economic impact when fully implemented. Michael Short, CEO of Short Enterprises and President of Startup Insider, hired Hill Communications to provide re-branding services for the Initiative’s summer 2015 launch.

The re-branding deliverables and messaging strategies are included in this report.

## THE TEAM

### **Account Supervisor**

Courtney Inbody, ckinbody@syr.edu

### **Account Executive**

Morgan Cavalcanto, mccavalc@syr.edu

### **Account Associates**

Nicholas Townsend, netownse@syr.edu

Kendall Knaak, kmknaak@syr.edu

Darby Malkin, dcmalkin@syr.edu

Jacqueline Pereira, jmpereir@syr.edu

### **Account Intern**

Gabriana Filice, gmfilice@syr.edu

### **Lead Graphic Designer**

Phillip DeCicca, pfdecicc@syr.edu

### **Assistant Graphic Designer**

Adrian Lee, aclee@syr.edu



## GOALS & OBJECTIVES

**Goal #1:** Create a messaging strategy for Startup Insider Initiative.

**Objective #1:** Create 3 key messaging points for each of the four constituencies (social entrepreneurs, women entrepreneurs, student SI organization, universities)

**Objective #2:** Create a list of 10 social entrepreneur thought leaders and 20 reputable journalists for distribution.

**Goal #2:** Develop a new brand identity for Startup Insider Initiative.

**Objective #1:** Provide 9 design components for a comprehensive re-branding effort.

# STRATEGIES & TACTICS

**Strategy #1:** Collaborate with SI's Leadership Team to solidify a tagline.

**Tactic #1:** Generate 20 tagline options total for each specific public for the Leadership Team to choose from.

**Strategy #2:** Produce the foundational components of the initiative's brand.

**Tactic #1:** Write the value proposition.

**Tactic #2:** Write the mission and vision statements.

**Tactic #3:** Incorporate the initiative's goal and overall objectives.

**Tactic #4:** Break up Account Associates into four groups to write messaging points for each of the four constituencies.

**Tactic #5:** Convert key message points into themes for a promotional video.

**Strategy #3:** Research media outlets and online influencers.

**Tactic #1:** Compile a media list with names, emails and other pertinent information for third party endorsements.

**Tactic #2:** Develop an influencer list of influential social entrepreneur bloggers, Twitter users, hashtags and key words.

**Strategy #4:** Collaborate with Hill Communication's graphic design team to design these components.

**Tactic #1:** Draft logo designs with a usable system for universities and geo-locations.

**Tactic #2:** Draft an official seal design for SI's partners.

**Tactic #3:** Draft a style guide with typeface options and color palates.

**Tactic #4:** Draft a sponsorship/partnership kit design for the initiative.

**Tactic #5:** Draft a startup kit design for SI's campus organization.

**Tactic #6:** Draft a CGI Commitment to Action Banner design for an email newsletter template.

**Tactic #7:** Draft design components for digital media usage.

**Tactic #8:** Draft a CGI Commitment to Action infographic for SI.

**Tactic #9:** Draft a usable template for media kit materials.

**Tactic #10:** Revise and edit each draft with SI Leadership's feedback to produce final versions.

# EXECUTION TIMELINE



## TEAM BUDGET

	<b>Hourly Rate</b>	<b>Hours</b>	<b>Total</b>
<b>Writing</b>	\$75	20	\$1,500
<b>Research</b>	\$50	9	\$450
<b>Brainstorming</b>	\$50 per hour per person	3	\$900
<b>Meeting</b>	\$75 per hour per person	8	\$2,362.50
<b>Professor Consultation</b>	\$200	1	\$200
	<b>Grand Total</b>	<b>37.83</b>	<b>\$5,412.50</b>

# EVALUATION: GOAL #1

**Goal #1:** Create a messaging strategy for Startup Insider Initiative.

**Objective #1:** Create 3 key messaging points for each of the four constituencies (social entrepreneurs, women entrepreneurs, student SI organization, universities)

In order to understand the scope of the Initiative, it was imperative for our team to solidify a tagline for Startup Insider. Our team came up with nine different themes and more than 30 tagline options for the Leadership Team to work with. They eventually chose the theme of “*Be An Insider,*” with the tagline “*Accelerating Global Impact.*”

We then created the value proposition, mission and vision of the Initiative, and incorporated the Initiative’s goals and objectives into the graphic design pieces provided. Our team did not create the SI goals and objectives; they were taken from the CGI website (<https://www.clintonfoundation.org/clinton-global-initiative/commitments/startup-insider-initiative-empowering-social-entrepreneurs>) and the Leadership Council. With this knowledge, we were able to move forward with creating applicable key messaging points for the Initiative.

Our team collaborated to create and optimize messaging points for each of the stated constituencies. Women entrepreneurs, student entrepreneurs, and university partners are all under the scope of social entrepreneurs. Those messages should be utilized for each specific constituency, as they all are impacted by these messages. Four to five messaging points were created for each constituency, one more than our proposed objective.

The social entrepreneur messaging points are taken from the Startup Insider Infographic (Appendix 8), and are optimized to go with the new wording from the Leadership Council, to provide clarity and consistency for the Initiative. The new wording should provide a clearer message about each of the Initiative’s projects, without detracting from the overall SI brand.

## Initiative Information

**TAGLINE:** Accelerating Global Impact.

**VALUE PROPOSITION:** By being an insider, you can accelerate your impact by using our “insider” tools, such as: Resources (PR, marketing, business development, legal, IT, brand identity, web, etc.), Access, Funding, Mentoring, Partnerships, Research, Investors, Advice, Support, Programs, Courses, and other Opportunities

**MISSION:** To give social entrepreneurs the ability to maximize their vision for the community.

**VISION:** To provide an online global platform for social entrepreneurs to network with high profile partners, investors, entrepreneurs, and mentors while having access to resources to further the mission of their venture.

**Startup Insider Initiative’s Goal:** Provide diverse social ventures with the opportunity to connect to an global network of resources.

### Initiative Objectives:

#### Overall:

- Support an even playing field for female entrepreneurs by committing 50% of the e-publication to them
- Connect over 1,000 social ventures with international opportunities, resources, and mentors that will help support future growth within this sector

#### Within 3 years:

- Feature the success stories of 500 social enterprises to a global audience using the online platform/e-publication
- Gain \$20 million in funding, financing, investment, sales, and new business by platform users
- Create 1,000 new jobs globally
- Use our Global Service Provider Network to provide \$500,000 in support services for free to SI’s platform users

#### Within 5 years:

- Feature the success stories of 1,000 social enterprises to a global audience using the online platform/e-publication
- Gain \$50 million in funding, financing, investment, sales and new business by platform users
- Create 2,000 new jobs globally
- User our Global Service Provider Network to provide \$1 million in support services for free to SI’s platform users

## Social Entrepreneurs

### “Startup Insider’s Commitment to Action”

Over the next 3 years, Short Enterprises and a consortium of global collaborators will be working address the key challenges to growth cited by social entrepreneurs in the impact sector:

**GLOBAL INSTITUTE.** Startup Insider will launch the Global Social Enterprise Institute (GSEI), to offer accredited courses and programming by leveraging the expertise of more than 200 university and institutional partnerships across six continents.

**CLOUD BASED ACCELERATOR.** Our cloud-based Global Social Enterprise Accelerator (GSEA) platform will connect social entrepreneurs with the opportunities, resources, and mentors to accelerate their impact.

**FUNDING PLATFORM.** The GSEA funding platform will connect social ventures and entrepreneurs with the funding, financing, and investing opportunities that will help support growth within the impact sector.

**COMMUNITY ENGAGEMENT.** Community Social Venture Connect (CSV) is a Startup Insider Initiative program directed towards for-profit, non-profit, and hybrid organizations to provide consulting and facilitated workshops for empowering social enterprises that are strengthening communities globally.

**GLOBAL CHAPTER NETWORK.** The Global SI+ Network aims to provide thousands of emerging global leaders with the resources they need to accelerate their impact throughout the world through social entrepreneurship. The CSV Program will be offered in coordination with the Global SI+ Network.

**GLOBAL LEADERSHIP COUNCIL.** The Global Leadership Council of Startup Insider constantly works with leaders and social entrepreneurs to shape the development of the Initiative, including its refinement and growth.

**EQUAL PLAYING FIELD.** The Initiative strives to support an equal playing field within the impact sector by implementing dedicated strategies to engage diverse constituencies in the entrepreneurial process.

**HIGH PROFILE EXPOSURE.** The GSEI, GSEA and Startup Insider e-publication will highlight and promote the success stories of social entrepreneurs, social ventures, and those in the impact sector to a vast global audience.

## SI Student Organizations

**COMPETITIVE TOOLS\***. A local SI organization gives you access to all of SI's superior services, including: PR, marketing, business development, legal, IT, brand identity and web services. With SI resources, you gain a competitive edge and your business idea quickly transforms into an investment-ready firm.

**BUILDING REPUTATION.** A local SI organization provides an invaluable boost to your professional career. SI not only provides high profile enhancements to your resume, but also allows you to build important communication and business skills needed to interact in the professional world of entrepreneurship.

**IDEA SUPPORT.** A local SI organization allows you to brainstorm in a supportive atmosphere. SI provides a comprehensive platform to meet similar entrepreneurs, expand your current ideas, and encourage the production on new ideas for your startup. With the addition of faculty members, the SI student organization has constant access to brilliant entrepreneur minds.

**GO FURTHER TOGETHER\***. A local SI organization allows you to connect with other entrepreneurs at hundreds of universities across the country, and the world. SI provides your venture or idea with an online platform to share ideas, compile resources, promote your business and create change over a national and global entrepreneurial landscape.

**ENCOURAGE GLOBAL IMPACT.** SI provides access to thousands of influential men and women around the world who want to meet and help you influence social change. Learning from these businessmen and women's past experiences will help with your venture's future global impact.



## University Partners

**MEASURE SOCIAL IMPACT.** Startup Insider is working towards creating tools to measure social entrepreneurship impact globally. Faculty can compile data acquired from the Initiative's user base to conduct research from each social entrepreneur to measure their impact in key social areas. Poverty, homelessness, health care, unemployment and the environment are some of the areas professors can possibly put a number on.

**UNIVERSAL ACCESS.** When a university partners with Startup Insider, all students are granted access to the platform. This platform will give students a competitive edge and prepare them for post-graduation employment. Students at premier business schools will have the ability to tap in to a crucial element of the world market and expand their reach globally.

**NETWORKING OPPORTUNITIES\*.** Startup Insider will allow students the opportunity to connect with other entrepreneurs and investors at their university, in their community and the rest of the world. This consistent interaction with business professionals gives university students the chance to foster relationships and connections prior to graduation, an unparalleled advantage to other graduating seniors.

**SPECIALIZED TOOLS\*.** Students will have access to valuable resources including public relations and marketing support, as well as assistance in business development and legal guidance. These services are all included in the university's partnership with Startup Insider. Students will have all the support they will need to grow their initiatives and see them come to fruition post-graduation.

## Women Entrepreneurs

**EXPAND YOUR NETWORK\***. Startup Insider is devoted to equaling the playing field between men and women. As a result, we have a great network base for female entrepreneurs to connect with fellow female entrepreneurs. Obtaining these introductions and connections is key to furthering the already increasing success rates.

**FINANCING IMPACT.** Female entrepreneurs are underfunded, which makes it increasingly difficult to grow their ventures. Startup Insider will provide you with resources to find and secure funding with global partners who share your vision. Building the right team with the right investors can increase your venture's valuation and impact in the community.

**MENTORING RECIPROCITY.** It is important for women to encourage and support other women in taking the initiative and building confidence. Startup Insider has those same beliefs. Through our chapter networks, women entrepreneurs have the ability to gain insights, connect, and share success stories within the same impact area.

**ONLINE, ALL THE TIME.** Our global online accelerator platform allows the use and access to connections, tools, and access 24/7, no matter where you are or what you're doing. Your time is valuable, and Startup Insider can help you make the most of it.

\*Networking, financing, and specialized tools should be touched upon for all constituencies.

## Promotional Video Themes

For every problem social entrepreneurs face, each of these Startup Insider key messages addresses and becomes the solution to that problem.

**PROBLEM 1:** Lack of access to resources needed for development.

**SOLUTION:** Users will have access to valuable resources, including public relations and marketing support, as well as assistance in business development and legal guidance.

**PROBLEM 2:** No long-term source of income or ways to communicate effectively with investors.

**SOLUTION:** The GSEA funding platform will connect social ventures and entrepreneurs with the funding, financing, and investing opportunities that will help support growth within the impact sector.

**PROBLEM 3:** Expressing why people should invest.

**SOLUTION:** The GSEI, GSEA and Startup Insider e-publication will highlight and promote the success stories of social entrepreneurs, social ventures, and those in the impact sector to a vast global audience.

**PROBLEM 4:** Remaining true to the mission.

**SOLUTION:** The Initiative strives to support an equal playing field within the impact sector by implementing dedicated strategies to engage diverse constituencies in the entrepreneurial process.

**PROBLEM 5:** Developing strategies and implementing change.

**SOLUTION:** Users can compile data acquired from the Initiative's user base to conduct research from each social entrepreneur to measure their impact in key social areas.

**PROBLEM 6:** Lack of grants for nonprofits.

**SOLUTION:** Community Social Venture Connect (CSVC) is a Startup Insider Initiative program directed towards for-profit, non-profit, and hybrid organizations to provide consulting and facilitated workshops for empowering social enterprises that are strengthening communities globally.

**PROBLEM 7:** Funding isn't always an issue; leadership and strategy are.

**SOLUTION:** Our cloud-based Global Social Enterprise Accelerator (GSEA) platform will connect social entrepreneurs with the opportunities, resources, and mentors to accelerate their impact.

## EVALUATION: GOAL #1 CONT.

**Goal #1:** Create a messaging strategy for Startup Insider Initiative.

**Objective #2:** Create a list of 10 social entrepreneur thought leaders and 20 reputable journalists for distribution.

Three Associates on our team put together a master media list over a period of three weeks. Our objective was to have a list of 20 journalists for the Leadership Team to pitch the Startup Insider story to. Having credible and reputable sources to go to is the best way to spread information and get higher awareness for the Initiative. We surpassed our goal of 20 journalists and our list includes more than 50 editors, freelance writers and contributing writers for the Initiative to pitch.

Our second objective was to create a list of 10 social entrepreneur thought leaders for Startup Insider to reach out to for the distribution of services and messages the Initiative provides for social entrepreneurs. It is important to reach out to these men and women who have a large influence in this sphere to gain credibility and traction, and a larger pool of entrepreneurs to sign up for the Initiative's GSEA platform. We surpassed our goal of 10 thought leaders and our list includes more than 50 bloggers to reach out to about the Initiative and it's influence in the impact space.

The list is complete with names, titles, emails, phone numbers, outlet names, outlet topics of interest, and if they reach the female entrepreneur demographic (Appendix 9). Appendix 9 does not have the full list - it is an Excel file included in the Dropbox folder link below:

[https://www.dropbox.com/sh/s63cgka2ismvoee/AADREzYkg6BYAIDZco5hwdt\\_a?dl=0](https://www.dropbox.com/sh/s63cgka2ismvoee/AADREzYkg6BYAIDZco5hwdt_a?dl=0)

## EVALUATION: GOAL #2

**Goal #2:** Develop a new brand identity for Startup Insider Initiative.

**Objective #1:** Provide 9 design components for a comprehensive re-branding effort.

Over the course of the semester, Phil DeCicca from the Hill Communications graphic design team worked to create an entirely new brand identity for Startup Insider Initiative. The first piece he worked on was the logo, a vital design element to incorporate into the other deliverables the Initiative asked for. Over a period of four weeks, Phil designed and revised logo drafts until the Leadership Team approved and incorporated the logo and new tagline into the Twitter account.

After the logo was solidified, the other deliverables were created. All of the deliverables (the usable systems for universities and geo-locations, official seal, style guide, sponsorship/partnership kit, campus startup kit, email newsletter banner, digital media logos, infographic and media kit) can be found in Appendices 1-8.

Each week, Phil would revise the graphics from the feedback and critiques the Leadership Team provided. Adrian Lee was brought on as a second designer to work on the kits and their revisions for the Initiative. The final drafts of the edits are included in this final report.

# RECOMMENDATIONS

## Key Messages

Our team recommends Startup Insider to utilize the key messaging points given within this report in all aspects of the initiative's brand, in order to maintain a consistent messaging strategy. The infographic text should become the key messaging points or themes for the social entrepreneurs that Startup Insider hopes to retain as users of the GSEA platform. The networking, financing, and specialized tools messaging points should be highlighted for all constituencies.

The Startup Insider student organization messaging points, while including those of the general social entrepreneur points that apply, should be included in the marketing materials and media kit information for the university/college locations. The university messaging points should be included in the partnership kit, to highlight the features that Startup Insider presents by becoming a partner.

The messaging points for women entrepreneurs should be mainly used in coordination with the Initiative's promise of committing 50 percent of the e-publication to female-based social ventures. With the creation of a blog on the GSEA platform, these messaging points should be converted into topics that female entrepreneurs in the impact sector can touch upon, as they are featured for these reasons. By incorporating these messaging points in the blog, on the cloud-based platform, and featuring women entrepreneurs more than male entrepreneurs through the email newsletters, the messages will be better received and Startup Insider will encourage and support their female entrepreneurs in a positive and respectful way.

With the creation of the "Partnership & Sponsorship Kit," we believe the Initiative should continue to use the word "partnership(s)" as the main noun of choice, instead of introducing "collaboration(s)." We also recommend the use of the word "global," instead of both "global" and "international," to provide more consistency and clarity to the messages in the infographics and kits being released to the public.

The revised text on the Startup Insider Commitment to Action infographic included on page 10 should clear up any misconceptions about the different projects of the Initiative. We recommend differentiating the projects in this way to keep a clear and concise message for each, while creating the idea that all are encompassed within the Initiative, without confusing the brand.

The key themes for the promotional video were provided to create a clear link between the issues that social entrepreneurs are currently facing and how Startup Insider is the best option to solve those problems. We recommend doing seven short promotional videos with these themes to highlight the core aspects of the Initiative. Touching upon the key tools that Startup Insider provides for social entrepreneurs will allow for short and catchy promotional videos for the brand. These videos should be 35 seconds to 1 minute long, a solid time frame to capture and keep the attention of future users of the cloud-based platform.

## Distribution Channels

We recommend that Startup Insider establish a LinkedIn page, a YouTube account, a blog on the cloud-based platform, and an email newsletter.

A LinkedIn account is an important component for businesses because it allows for entrepreneurs to make professional connections online. Even though the cloud-based platform will become its own kind of networking site for social entrepreneurs, a LinkedIn profile for Startup Insider will increase awareness for the Initiative to a broader audience.

A YouTube page will be beneficial to showcase all of Startup Insider's promotional videos on a free platform. If the Initiative decides to feature their entrepreneurs and their social ventures through a video platform, YouTube is the best way to do so, as Startup Insider can link and share those videos on their social media and blog on the cloud-based platform. From our Twitter search, #socent, #socimp, and #DOITFORREAL are trending and should be included for future social media use, especially in tags for YouTube videos.

We suggest creating a separate blog on the platform, not only to feature social, female, or student entrepreneurs and their ventures, but also to feature the faculty who are using Startup Insider to further their research, universities to highlight their partnership, topics that are of interest to their communities, and the men and women who are a part of the Leadership Council to further the Initiative's goals.

Additionally, we recommend Startup Insider utilize the detailed media list compiled by our Associates. The media list contains influential bloggers and reporters that will assist Startup Insider with gaining third party endorsements, as well as generating publicity for the Initiative's goals over the next five years once the cloud-based platform launches. These are the men and women that hold influence in the "socent" sphere, and should be reached out to in order to further Startup Insider's brand and goals for the global impact sector.

## APPENDIX 1: LOGOS

STARTUPINSIDER

ACCELERATING GLOBAL IMPACT

STARTUP  
INSIDER

ACCELERATING GLOBAL IMPACT

Global Social Enterprise Institute

**A STARTUP INSIDER INITIATIVE**

Global Social Enterprise Accelerator

**A STARTUP INSIDER INITIATIVE**

Community Social Venture Connect

**A STARTUP INSIDER INITIATIVE**



## APPENDIX 2: LOGO SYSTEMS



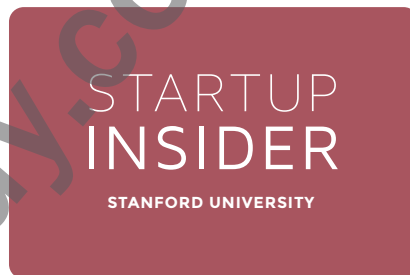
PANTONE 349



PANTONE 1665C



PANTONE 201C



PANTONE 201U



LE MOYNE  
COLLEGE



SYRACUSE  
UNIVERSITY

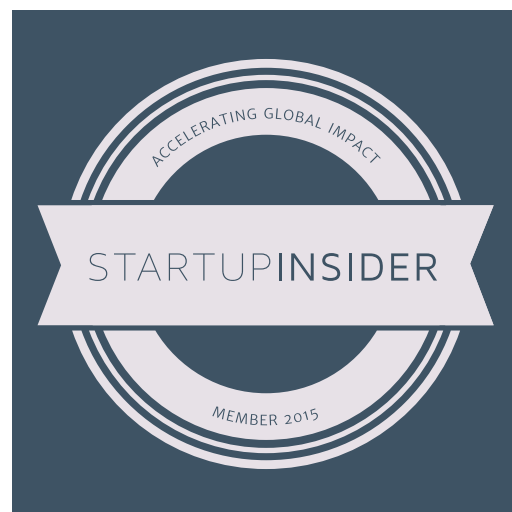
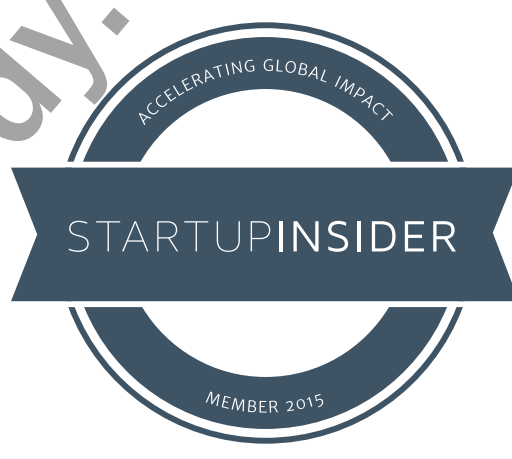


STANFORD  
UNIVERSITY

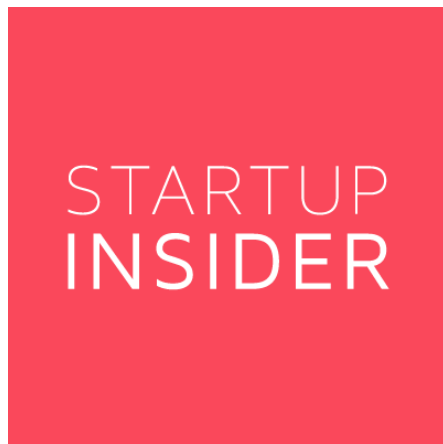
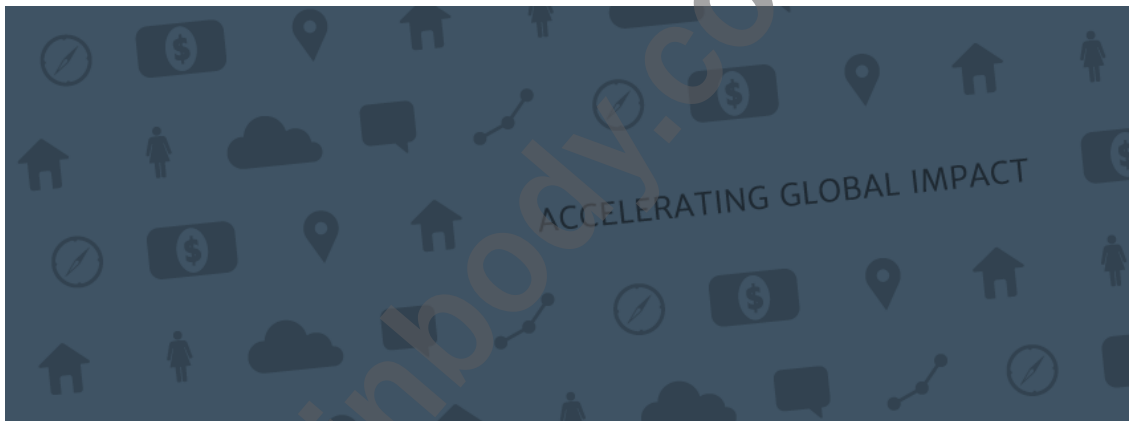


STANFORD  
UNIVERSITY

## APPENDIX 3: SEAL OPTIONS



## APPENDIX 4: SOCIAL MEDIA



# STARTUPINSIDER

BECOME A #STARTUPINSIDER AT [STARTUPINSIDERINITIATIVE.ORG](http://STARTUPINSIDERINITIATIVE.ORG)

 @SI\_Initiative

# APPENDIX 5: STYLE GUIDE

## PRIMARY LOGOTYPE USES

The Startup Insider logotype can be displaying in two orientations: horizontally & stacked. It may be displayed in any of the four colors in the palette below, or it can be all white on a colored background or a photo.

The logotype should always have enough clear space (as indicated to the left) so that it is does not compete with surrounding information and content. The minimum width of the logotype is 1" (stacked) & 1.5" (horizontal).

STARTUPINSIDER

STARTUP  
INSIDER



## COLOR PALETTE



PANTONE 7408 C  
CMYK 0, 23, 100, 0  
RGB 249, 100, 0  
HEX #f9be00



PANTONE 1785 C  
CMYK 0, 86, 55, 0  
RGB 255, 72, 91  
HEX #ff485b



PANTONE 570 C  
CMYK 50, 0, 34, 0  
RGB 105, 201, 185  
HEX #69c9b9



PANTONE 7545 C  
CMYK 77, 60, 44, 26  
RGB 66, 83, 99  
HEX #425363

## TPOGRAPHY

### Merrriweather Sans

TAGLINE  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

### Montserrat

HEADLINE / SUBSCRIPT  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

### Karla

BODY COPY  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

## UNACCEPTABLE USES

STARTUP  
INSIDER

DO NOT CHANGE TYPEFACE

STARTUP  
INSIDER

DO NOT STRETCH/DISTORT

STARTUP  
INSIDER

DO NOT USE COLORS OUTSIDE OF PALETTE

STARTUP  
INSIDER

DO NOT APPLY EFFECTS

# APPENDIX 6: KITS PARTNERSHIP/SPONSORSHIP



## STARTUP INSIDER COMMITMENT PARTNERS

**Global Social Enterprise Institute:** Leveraging the expertise of 250 international university and institutional partnerships and collaborators spread across six continents, the Startup Insider Initiative will launch the Global Social Enterprise Institute, offering courses and programming.

**Global Social Enterprise Accelerator:** The Global Social Enterprise Accelerator will connect social entrepreneurs with investors, advisors, and mentors that will accelerate their impact.

**Cloud-based Funding Platform:** Connecting social enterprises and entrepreneurs with the funding, financing, and investor opportunities that will help support growth within the impact sector.

**Community Engagement:** Community Social Venture Connect (CSVC) is a program directed towards for-profit, non-profit, and hybrid organizations that will provide consulting and facilitated workshops to empower social enterprises that are strengthening communities throughout the world.

**Global Chapter Network:** Global SI Network aims to provide thousands of emerging global leaders with the resources they need to accelerate their impact throughout the world through social entrepreneurship. The CSVC Program will be offered in coordination with Global SI Network.

**Global Leadership Council:** The Global Leadership Council will advise on the strategy and implementation of the initiative, its development, & growth.

This initiative is a CGI Commitment to Action, which is a CGI-sponsored plan for addressing significant global, regional or local challenges. Established in 2005 by President Bill Clinton, CGI convenes global leaders to create and implement innovative solutions to the world's most pressing challenges. CGI Annual Meetings have brought together more than 180 heads of state, 20 Nobel Prize laureates, and business and academic leaders or for leaders of NGOs, which have been widely covered by the media. To date, members of the CGI community have made more than 3,100 Commitments to Action, which have improved the lives of over 430 million people in more than 180 countries.

## CONTACT INFORMATION

Startup Insider Initiative  
 Centers of Excellence  
 Madisen School of Business, LeMoyne College  
 c/o the Dean's Office  
 149 Sant Springs Road, Syracuse, NY 13214  
 Phone: 315.308.0543  
 Email: info@startupinsiderinitiative.org

## OPPORTUNITIES FOR ENGAGEMENT:

### Option I: Initiative Sponsor

Startup Insider Initiative (SI) sponsors receive advertising on platform participants, collaborators, and partners. (\$100,000/annual)

### Option II: Commitment Partner

Join SI as a partner on the CGI Commitment to Action (CTA). Bene is include organization named as CTA partner on CGI project, highlighting the initiative, brand placement on SI website and the ability to publicize this partnership on a high profile CGI CTA. (\$250,000/3 year launch)

**Option III: Commitment Partner & Exclusive Founding Sponsor**  
 Join SI as partner on CGI CTA and also serve as exclusive founding sponsor. Bene is include organization named CTA partner on CGI project, highlighting the initiative, brand placement on SI website and the ability to publicize this partnership on a high profile CGI CTA. Additional bene t of option III is that the organization would serve as the exclusive named founding sponsor of SI and will receive advertising on platform and opportunities for direct participation, collaborators, and partners. (\$500,000/3 year launch)

**Option IV: Commitment Partner, Exclusive Founding Sponsor & Naming Rights**

Option III bene t plus exclusive naming rights. Bene is include incorporating the organization's name and branding elements into the platform, including the ability to publicize this partnership on a high profile CGI CTA. Additional bene t of option IV is that the organization will receive advertising on platform and opportunities for direct participation, collaborators, and partners. (\$500,000/3 year launch)

## STARTUP INSIDER COMMITMENT TO ACTION

Over the next 3 years, Startup Insider Initiative and a consortium of global collaborators will be working to address the key challenges to growth faced by social entrepreneurs in the impact sector.

**GLOBAL INSTITUTE**  
 Leveraging the expertise of over 250 international university and institutional partnerships and collaborators, the Startup Insider Initiative will launch the Global Social Enterprise Institute, offering courses and programming.

**CLOUD BASED ACCELERATOR**  
 The Global Social Enterprise Accelerator will connect social entrepreneurs with investors, advisors, and mentors that will accelerate their impact.

**FUNDING PLATFORM**  
 Connecting social enterprises and entrepreneurs with the funding, financing, and investor opportunities that will help support growth within the impact sector.

**COMMUNITY ENGAGEMENT**  
 Community Social Venture Connect (CSVC) is a program directed towards for-profit, non-profit, and hybrid organizations that will provide consulting and facilitated workshops to empower social enterprises that are strengthening communities throughout the world.

**GLOBAL CHAPTER NETWORK**  
 Global SI Network aims to provide thousands of emerging global leaders with the resources they need to accelerate their impact throughout the world through social entrepreneurship. The CSVC Program will be offered in coordination with Global SI Network.

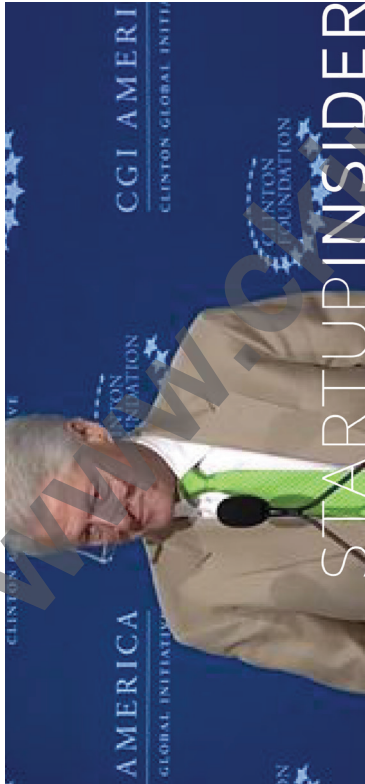
**GLOBAL LEADERSHIP COUNCIL**  
 The Global Leadership Council will advise on the strategy and implementation of the initiative, its development, & growth.

**EQUAL PLAYING FIELD**  
 The Startup Insider Initiative will work to ensure that all social entrepreneurs have an equal opportunity to succeed.

**HIGH PROFILE EXPOSURE**  
 Startup Insider Initiative will work to ensure that all social entrepreneurs have an equal opportunity to succeed.

## STARTUP INSIDER COMMITMENT LEVELS

COMMITMENT LEVELS	SELECT SPONSORS
Stewards	Partner Names
Leadership Partners	Partner Names
Keystone Partners	Partner Names
Sustaining Partners	Partner Names
Senior Partners	Partner Names
Associate Partners	Partner Names
Development Partners	Partner Names



## OUR INITIATIVE

### BOARD OF DIRECTORS

- + Margo Alexander, former UBS Global Asset Management (Board Chair, Emeritus)
- + C. Hunter Boll, Acumen & Source Audio LLC
- + Andrea Soros Colombei, Tracer Foundation (Board Chair)
- + Stuart Davidson, Labrador Ventures
- + David Heller, former Goldman Sachs Global Securities + Julius Gaudio, D.E. Shaw & Co.
- + Pat Mitchell, Palmy Center for Media
- + William E. Meyer, Park Avenue Equity Partners
- + Robert H. Niehaus, GPF Capital Partners LLC
- + Jacqueline Novogratz, Acumen
- + Ken Ofori-Atta, Databank
- + Michael E. Novogratz, Fortress Investment Group LLC
- + GV Prasad, Dr. Reddy's Laboratories
- + Thulasi Raj Ravilla, Arivind Eye Care
- + Naweed Riaz, Citigroup Africa
- + Ali J. Siddiqui, JS Group & JS Private Equity
- + Joseph E. Slightiz, Columbia University
- + Margo Alexander, former UBS Global Asset Management

### GLOBAL LEADERSHIP COUNCIL

- + Senator Bill Bradley (Chair)
- + Sir Fazle Hasan Abed, BRAC
- + Syed Baber Ali, Lahore University of Management Sciences
- + Chris Anderson, The Sapling Foundation
- + Ambassador Elizabeth Bagley
- + Diana Barrett, The Fledgling Fund
- + Seth Berkley, GAVI Alliance
- + Angela Glover Blackwell, PolicyLink
- + Lord Mark Malloch-Brown, FTI Consulting
- + Tim Brown, IDEO
- + Peter Gahw, Ambee Assurance Corp.
- + Niko Cannier, Entrepreneur & Management Consultant
- + Maria Eitel, Nike Foundation
- + Katherine Fulton, The Monitor Institute
- + Ashraf Ghani, Institute of State Effectiveness
- + Seth Godin, Author
- + Peter Goldmark, former Environmental Defense Fund
- + Allen Grossman, Harvard Business School
- + Jill Iscov, IF Hummingbird Foundation

## OUR GLOBAL INITIATIVE COMMUNITY

- Acumen Stewards (\$5,000,000+)
- Amari Foundation, Amy Robbins, Andrea Soros Colombei & Eric Colombei, Bill & Melinda Gates Foundation, The Robert and Kate Niehaus Foundation, The Sapling Foundation, The Three Pigs Foundation
- Leadership Partners (\$1,000,000+)
- Anonymous (3), Abraj Capital Employees, al-Jachick Foundation
- The Alexander Family Foundation, Barr Foundation, Blood Family Foundation, C. Hunter & Pamela T. Bolt, Chandrasekhar David & Susan Lyons, d.a.b. Foundation, Global Alliance for Improved Nutrition (GAIN), Google, GV Prasad, Julius Gaudio, LF Foundation, Linden Foundation, Partridge Foundation, Peter & Devon Bigler Foundation
- Small Foundation, The Stone Family Foundation
- Zenström Philanthropies Keystone Partners (\$500,000+)
- Catherine S. Mather, Edmund & Benjamin de Rothschild Foundation, Erving Wings, Lehman Brothers, Phalaris Foundation, Sidney E.
- Frank Foundation, The World We Want, Woodstock Foundation
- Sustaining Partners (\$250,000+)
- Anonymous, DCD America, Inc., George W. & Patricia A. Weiler, Francisco Garcia Perdomo, Goldman Sachs, John L. Thornton, Kathryn & Robert Stewart, Liquidnet Holdings, Inc., Marianne Rosner, Robin
- Laurel, Nike Foundation, Osprey Foundation, Peery Foundation, Sharon & Brock Myers, The Sarah Paul & Michelle Odum Foundation, Susan & G.M. Myers, The Poor Chemical Company, Tokyo Foundation
- Senior Partners (\$100,000+)
- Anonymous, Alwaleed bin Talal Foundation, Akun Gupta, Barry Halmes, Bohemian Foundation, Brightworks, Brinsford Foundation, Bruce Campbell, Charles & Robert Katz Family Foundation, David & Anita Keller Foundation, Diana Barrett, Fari @andour, Fida Stanley Druckemiller, Frisco & Mabel van Orslop, George & Amanda Henley Foundation, Geraldine Iaybourne, Hans Tapscott, Herb Allen III, IDEO, Irving Foundation, Jay & Ellen Walker, Jill & Ken Iscov, Joe & Amy Novogratz, Jonathan & Jennifer Soros, Joel & Tish
- Suarez, Joseph and Susan Gatto Foundation, JS Bank, KCB Bank
- Ken Ofori-Atta, King Khalid Foundation, KL Felicitas Foundation
- Lodestar Foundation, Maggie Pritzker, Merica Mueller Foundation, Mediabrands, Michael & Sarah Peterson, Miles Morland, Misbah Ahmad, Mr. Mark Lampert & Ms. Susan Byrd, Osprey Foundation, Planet Wheeler Foundation, Prakash and Mitia Narayanan, Resnick Family Foundation, Inc., Rod & Liz Berens, Rural India Support Trust, Saleforce.com Foundation, Salvatore Ferragamo, Select Equity Group Foundation, Shaikat Tarin, Shopify, The Dow Chemical Company, The Glider Foundation, The Harnich Foundation, The MCF Foundation, The Mohani Group, The Normant Foundation, The One Foundation, The Rockefeller Foundation, Tudor Investment Corporation, W.K. Kellogg Foundation, William E. Meyer Work-in-Progress Fund of Tides Foundation
- Associate Partners (\$50,000+)
- Anonymous (3), Adnan Asdar, Akhil Gupta, Ali & Hina Asghar, Ali Jameel, Anjad Ali Khan, Anke Heydenreich, Ann & Thomas L. Friedman, Apex Foundation, Atticus Trust, Carol Baker & Mark Stein, Charles & Susan Harris, Citl Foundation, Craig & Kristen Neville-Manning, Eleanor and Howard Morgan Family Foundation, Farooq Naseem, Farooq Captain, Harriet Moscovy-Wass, Hassan & Shameela Rizvi, Hussain Dawood, Jay & Randi Coen Gilbert, Jeffrey C. & Suzanne C. Walker, Karin Helene Bauer, Kashif Zelar, Khalid Qurashi, Krupa Family Foundation, Leslie Gimbel, Liebe & Bill Peterson, Maggie Kaplan, Mary Lyndon-Hawiland, Matthew Kellner, Rachel McAdams, Ralph & Dorothy Bahna, Sadeesh Raghavan, Samir
- Rath, Sean Phelan & Audrey Mandala, Shahzad Qasim Sheryl & Dave
- Sarahberg, Samuel N. Victor, Steve Smith, Susan Redensky, Susan & Bill, Tahir Waked, The Fund and the Sports Charitable Trust, The Cohn Family Foundation, The Globaltical Fund, W.L.
- Lyons Brown Foundation, White & Case, LLP, Zelar Siddiqi, Zelar Achi
- Development Partner (\$10,000+)
- Anonymous (10), Abecus Wealth Partners, LLC Philanthropic Fund
- Adventures of the Miraf Foundation, Ajay Parekh, Alan Boyce, Alan Grossbard, Alec Hanson, Alexander Crable, Allegro Foundation, Anne Wads & Gil Hagan, Apex Foundation, Agosy Foundation, Ashroosh Garg, Asif Khaja, Asif Hirji & Sarah Wiggleworth, Balan
- Amberl, Barry McHugh, Benesse Holdings, Inc., Better World Fund, Bill & Betty Mehan, Bloemberg LP, Bobby & Madhav Rao, Brad Rounbary, Carolyn's Lady, Cathrine S. Stock Foundation, Charles Melcher, Phlego Kamin, Christine A. Jacobs Family Foundation





## STARTUP INSIDER COMMITMENT SPONSORS

### WHAT IT MEANS TO BE A COMMITMENT SPONSOR

Our group of 350+ partners gives over \$10,000 each year to support our work. Our Partners come from more than 20 countries around the world and include private individuals, family foundations, corporate partners, institutional supporters, and entrepreneurs. We build strong relationships with our partners. We believe that having local support is an essential part of our model.

At Acumen, we refer to our donors as Partners because giving to play an integral role in the organization, and we value the expertise and perspective that they bring to the table.

### COMMITMENT SPONSORS' IMPACT

Our investment approach is designed to generate the highest available social return on our Partners' philanthropic dollars by:

- + Recycling returns: All returns realized on our investments are reinvested in our Partners' enterprises saving the poor.
- + 3:1 Leverage: Historically, for every \$1 given to Acumen by our Partners, we have leveraged an additional \$3 of co-investment or follow-on capital.
- + Maximizing Impact: We quantify the social impact potential of every dollar we invest, and, with our Partners' assistance, we help our companies to scale their work and impact.

### WHAT IT MEANS TO BE A COMMITMENT SPONSOR

Partners can support Acumen in a variety of ways at different contribution levels (see Commitment Levels on back). Partners can choose to designate their support to:

- + 4 Geographic Regions: India, Pakistan, East Africa, West Africa, Latin America

- + An Investment Sector: Agriculture, Education, Energy, Health, Housing, Water & Sanitation
- + Geographic & Sector Expansion

- + Leadership: Global Fellows Program, Regional Fellows

Programs: Acumen

### CONTACT INFORMATION

Startup Insider Initiative  
 148 Salt Springs Road Syracuse, NY 13214  
 c/o the Dean's Office  
 Phone: 315.208.0543  
 Email: info@startupinsiderinitiative.org

## COMMITMENT SPONSOR BENEFIT

Partnering with Acumen means joining a global community of Partners committed to changing the way the world tackles poverty. Benefits of being an Acumen Partner include:

- + Partner-only Communications including Quarterly Partner Updates and Conference Calls (featuring Acumen entrepreneurs and team members).
- + Partner-only Events hosted throughout the year in various Partner geographies (breakfasts, dinners, etc. with Acumen entrepreneurs and team members).
- + Annual Investor Gathering & Deep Dive Sessions in New York (full-day meeting to share insights from our entrepreneurs, senior team, leaders, advisors, and guest thought leaders).
- + Annual Global Fellows Graduation Ceremony in New York (evening event where Global Fellows share their experiences working in the field with our investees).
- + Partner-only Field Visits with Acumen team members to visit our regional offices and investee companies where you'll hand what it takes to build sustainable businesses.

## COMMITMENT SPONSOR ENGAGEMENT

Beyond financial support, our Partners have supported our team and entrepreneurs by:

- + Providing Technical & Pro-bono Assistance
- + Hosting Partner Events
- + Mentoring our Team
- + Sitting on Global & Regional Fellows Selection Panels
- + Launching & Joining Chapters
- + Adding & Facilitating Acumen Online Leadership Courses
- + Serving on the Board of Advisory Committee
- + Serving on our Investment or Social Impact Committee
- + Acumen Partners in the 2012 Deep Dive Sessions

## ABOUT STARTUP INSIDER

Acumen's mission is to change the way the world tackles poverty by investing in companies, leaders, and ideas. We raise charitable capital to fund our work and invest in entrepreneurs and their critical goods and services to the world's poor; improving the lives of millions.

Since 2001, Acumen has invested more than \$82 million in 72 companies around the world. Acumen also works to build a global community of emerging leaders that believe in creating a more inclusive world through financial and operational expertise combined with local knowledge and expertise. We are committed to learning at the edge, sharing ideas, insights, and lessons learned.

## GIVING TO STARTUP INSIDER

As a 501(c)(3) entity in the USA, all donations to Acumen are tax deductible. Acumen's Board of Directors cover 100% of our fundraising and administrative costs, so, as a partner, your contribution directly supports investment management, metrics, and leadership development.



## STARTUP INSIDER COMMITMENT LEVELS

COMMITMENT LEVELS	SELECT SPONSORS
Stewards	\$ Sponsor Names
Leadership Sponsors	\$ Sponsor Names
Keystone Sponsors	\$ Sponsor Names
Sustaining Sponsors	\$ Sponsor Names
Senior Sponsors	\$ Sponsor Names
Associate Sponsors	\$ Sponsor Names
Development Sponsors	\$ Sponsor Names

## THE CGI UNIVERSITY NETWORK

The CGI University Network is a consortium of colleges and universities that support, mentor, and provide seed funding to leading student innovators and entrepreneurs on their respective campuses. To join the CGI University Network, a university must provide a minimum of \$10,000 in funding to CGI U student commitment-makers from its campus.

Students and university representatives come together at the CGI U meeting to hear from experts in various fields, brainstorm ideas, share best practices, and form effective partnerships. Students then return to their campuses and communities to turn their ideas into action, with the support of seed funding and mentorship from their universities. Members of the University Network have access to high-quality featuring opportunities, including publicity in CGI U materials and the possibility of coverage from a wide variety of media outlets.



The Clinton Global Initiative University (CGI U) is a growing network of young leaders who are developing innovative solutions to some of the world's most pressing challenges. In order to attend the CGI U meeting, students are required to develop a Commitment to Action: a new, specific, and measurable plan that addresses an issue on their campus, in their local community, or around the world. Since its inaugural meeting in 2008, CGI U has brought together more than 6,500 students from over 875 schools and 145 countries to make Commitments to Action in CGI U's five focus areas: Education, Environment and Climate Change, Peace and Human Rights, Poverty Alleviation, and Public Health.

STARTUP INSIDER UNIVERSITY NETWORK GUIDE 2



## STARTUPINSIDER UNIVERSITY NETWORK GUIDE

STARTUP INSIDER UNIVERSITY ★ INFO@STARTUPINSIDERINITIATIVE.ORG



# TABLE OF CONTENTS

**CONTENTS**

The Benefits ..... 4

The Process ..... 5

Timeline ..... 6

Commitments to Action ..... 7

Frequently Asked Questions ..... 9



## THE BENEFITS

The Startup Insider University Network is a powerful platform for colleges and universities to connect with student leaders, support emerging social innovators, and capitalize on the broad range of publicity and networking opportunities available to Startup Insider U participants.

### FEATURING OPPORTUNITIES

As part of the Startup Insider University Network, the university and its students are eligible for a wide range of publicity and featuring opportunities including: press features, newsletter announcements, online features, and recognition at the CGI U meeting.

### UNIVERSITY REPRESENTATIVES

The university may send one representative from its administration or faculty to the Startup Insider U meeting in the spring. This opportunity enables university representatives to engage in networking opportunities with other members, gain a more thorough understanding of the Startup Insider U model, and learn about other innovative efforts taking place in the higher education sector.

### SHOWCASING STUDENT LEADERS

The university is able to showcase its Startup Insider U students through its own external communications efforts. The university is encouraged to work with its contacts in the local media and Startup Insider's press team to garner greater publicity for Startup Insider U commitment-makers from its campus.

### YEAR-ROUND NETWORK BUILDING

University Network members are able to connect and collaborate throughout the academic year via monthly conference calls. Each University Network school is also invited to send one staff member to the CGI office in New York City in the summer for an

orientation and kick-off event. During this event, the Startup Insider U team will discuss the University Network timeline, explain the overall process, and share best practices.

### CGI UNIVERSITY NETWORK SEAL

The university receives a Startup Insider University Network seal recognizing its participation in the network for use in online materials.

### WEB HIGHLIGHTS

The university and its student commitment-makers who receive seed funding are highlighted on the Startup Insider University Network webpage at [info@startupinitiative.org](mailto:info@startupinitiative.org).



## THE PROCESS

- Members of the university communicate with Startup Insider U to learn more about the University Network, and the university administration formally joins the University Network via an online form.
- The university assigns a key Startup Insider U liaison to serve as the point of contact for Startup Insider U throughout the process, along with at least one staff mentor(s) for student commitment-makers.
- The university's liaison and mentor(s) receive a resource guidebook to help them in encouraging students to apply for Startup Insider U. They also begin preparing their Startup Insider U applications, and support students as they develop and carry out their Commitments to Action. One university liaison or mentor is also responsible for providing progress reports from all student commitment-makers to the Startup Insider U Global Initiatives' office in New York City in the late summer.
- Startup Insider U Network members encourage students to make Commitments to Action in five focus areas: Education, Environment and Climate Change, Peace and Human Rights, and Social Justice. All currently enrolled students (undergraduates or graduates) 18 years of age and older are eligible to participate in Startup Insider U.
- Students develop Commitments to Action with support from the university liaison and mentor, and apply online (GoGuard) to attend the meeting. Commitments to Action, a unique feature of the Startup Insider U model, are new, innovative, and socially impactful that address some of the world's most pressing challenges.
- At Startup Insider U's discretion, students are invited to attend the meeting. The meeting is organized and made by CQI U staff based on the strength of each student's application and the quality of his or her commitment. Please note that if a member institution has a question regarding the application process, Startup Insider U will revisit the question in consultation with the university on a case-by-case basis.
- Startup Insider U provides each member university with the CQI U meeting from their respective school and provides details on their Commitments to Action. The list of accepted students is sent out in the weeks following both the meeting and the CQI U meeting. Additionally, Startup Insider U provides all member institutions with a copy of basic commitment information for all students who applied to attend Startup Insider U from their school.
- At the university's discretion, the university provides at least \$10,000 in total funding to a select group of accepted Startup Insider U students. All funds are awarded by and allocated as seed funding for student commitments, while the university may choose to reserve up to 50 percent of the funds for student travel to the Startup Insider U meeting. Additionally, the university provides progress reports from all Startup Insider U commitment-makers.

9 Startup Insider U students and one university representative attend the Startup Insider U meeting, which is traditionally held in the spring. Students may be featured on-stage, online, or in other media and press opportunities.

10 The university's Startup Insider U liaison submits two brief updates: Startup Insider U 1) in March, a report on the progress of the year, and 2) in June, a report on the growth as well as the projected student commitment funding. 2) In June, a brief report highlighting the final confirmation and travel funding amounts. Additionally, Startup Insider U staff submit progress reports from all student commitment-makers to the Startup Insider U Global Initiatives' office in New York City.

### UNIVERSITY NETWORK TIMELINE

#### SUMMER

- Join the University Network
- Assign a Startup Insider U liaison and Network orientation
- Attend the Startup Insider University

#### FALL

- Recruit Startup Insider U applicants and help them develop their Startup Insider U applications
- Early decision deadline for Startup Insider U applicants
- Final decision deadline for Startup Insider U applicants
- Solidify the university's process for funding students

#### WINTER

- Final recruitment efforts before the Startup Insider U application deadline
- Final selection of all invited students and overall engaging mentorship of student commitment-makers
- Select students to receive university travel and commitment funding

#### SPRING

- Report to Startup Insider U on travel and commitment funding allocation
- Students and one university representative attend Startup Insider U meeting

#### SUMMER

- Report confirmed funding allocations to Startup Insider U
- Give feedback to Startup Insider U staff
- Renew membership for the next Startup Insider U cycle

## STARTUP INSIDER U COMMITMENTS TO ACTION

### POVERTY ALLEVIATION

Kyle McCollom founded Triple Thread Apparel to help ex-convicts in the U.S. with opportunities for gainful employment. Triple Thread accomplishes this by providing job training in garment manufacturing. Since its inception, Triple Thread has impressed more than 15,000 people in some of the nation's most notorious former offenders. In addition to raising \$65,000 of funding, Triple Thread has been profiled by ESPN U, Good Morning America, Fast Company, and BusinessWeek.

### PUBLIC HEALTH

Ashfi Gogo sought to address the proliferation of counterfeit drugs in the developing world by using text messages to verify the authenticity of medicine. With this mobile technology, each medicine bottle would be marked with an ID tag that consumers can text to a given number to determine a drug's authenticity. Gogo has transformed his original commitment into a broader social business. Sproxi, and has raised more than \$18 million. Merrick, GlaxoSmithKline, and Johnson & Johnson's distributors have signed up for Sproxi in Nigeria, and more than 400,000 consumers have used the verification service.



**COMMITMENT EXAMPLES BY FOCUS AREA:** Startup Insider U is more than just an event — it is a growing community of young leaders who are forging innovative solutions to pressing global challenges through their Commitments to Action. Below are examples of several Startup Insider U commitments that are already making a measurable difference around the world.

### EDUCATION

Sara Minkara, a Lebanese-American who became blind at age seven, has provided life skills training for more than 100 visually-impaired youth in Lebanon and has helped them overcome difficulties typically associated with blindness. At Startup Insider U 2010, Minkara formed a partnership with fellow Startup Insider U commitment-maker Matthew Morantz. The pair sent a specially-trained volunteer to Lebanon to teach visually-impaired children how to swim as a part of Making Waves. Morantz's organization that provides affordable swimming instruction for children with special needs.

### ENVIRONMENT AND CLIMATE CHANGE

Jessica Matthews committed to providing clean energy for resource-poor areas through the creation of a social business that utilizes solar panels as an energy source. She encourages the energy of motion to power these hours of light, run small appliances, and charge batteries. Since making her commitment, Matthews has founded Unplugged Play, an organization dedicated to developing and distributing several other products. Her work has been featured by CNN, New York Magazine, Essence Magazine, and The Atlantic.

### PEACE AND HUMAN RIGHTS

Subhash Ghimire founded the Sarawati Foundation to build Nepal's first peace school for war-affected children, turning down lucrative job offers in the U.S. and returning to Nepal after graduation. Ghimire led the construction of the school, which selected 217 children for its first class. The curriculum focuses on peace and sports. Ghimire has raised more than \$80,000 for the school to date.

## STARTUP INSIDER CAMPUS REP NETWORK

This manual is designed to give you guidance on how to effectively serve as a Startup Insider U Campus Rep and conduct meaningful outreach to students and university administrators at your school. While many of the strategies found in this guide may be familiar to you, we hope that the following ideas and suggestions will help you succeed in recruiting Startup Insider U students on your campus. As a Campus Rep, you will have the opportunity to:

- ★ Spread the word about the Startup Insider U meeting and other year-round Startup Insider U programming
- ★ Work with students, university administrators, faculty members, and youth organizations
- ★ Organize outreach events
- ★ Learn about other Startup Insider U commitments made on your campus and in your community
- ★ Exchange innovative ideas and resources with other Campus Reps
- ★ Promote the Startup Insider University Network
- ★ Provide feedback to Startup Insider U headquarters
- ★ Develop leadership, communication, and organizing skills to strengthen your resume

Be part of a network of student leaders making a difference around the world. We are happy to have you as part of the Startup Insider U community, and look forward to working with you. If you have any questions or suggestions, please contact: [info@startupinsiderinitiative.org](mailto:info@startupinsiderinitiative.org)

Sincerely,  
The Startup Insider U Team



STARTUP INSIDER U CAMPUS REP GUIDE 2



## STARTUPINSIDER CAMPUS REPRESENTATIVE GUIDE

STARTUP INSIDER UNIVERSITY ★ [INFO@STARTUPINSIDERINITIATIVE.ORG](mailto:INFO@STARTUPINSIDERINITIATIVE.ORG)



# TABLE OF CONTENTS

**CONTENTS**

- Introduction to Startup Insider U ..... 4
- Campus Rep Position Description ..... 5
- Getting Started ..... 6
- Outreach Timeline ..... 7
- Faculty and Administrators ..... 9
- Organizing Startup Insider U-focused Events ..... 11
- 9 Steps to Planning an Event ..... 12

**ADDITIONAL STARTUP INSIDER U MATERIALS**

The following materials are available online to help you in your outreach efforts and commitment support. All materials can be found at [info@startupinsiderinitiative.org](mailto:info@startupinsiderinitiative.org).

- ★ Startup Insider U overview
- ★ Startup Insider University Network Guide
- ★ Startup Insider U video
- ★ Startup Insider U flyer



## INTRODUCTION TO STARTUP INSIDER U



To harness the potential of the next generation of leaders from campuses around the world, President Clinton launched Startup Insider University (Startup Insider U) in 2007. Each year, Startup Insider U convenes a meeting where students, youth organizations, and renowned experts come together to turn ideas into action. Every Startup Insider U student must develop a Commitment to Action: a new, specific, and measurable plan that addresses a challenge on campus, in the local community, or around the world. Commitments are made in the following areas: Education, Environment and Climate Change, Peace and Human Rights, Poverty Alleviation, and Public Health.

Through the yearly meeting and commitment development process, Startup Insider U catalyzes action, facilitates partnerships, shares knowledge, and provides the resources necessary for a growing community of student leaders and entrepreneurs to create innovative solutions to pressing global challenges.

**THE STARTUP INSIDER U MEETING**

The Startup Insider U meeting brings together more than 1,000 student leaders, youth organizations, and topic leaders for a wide variety of knowledge sharing, networking, and commitment development opportunities. From plenary sessions to breakout discussions, the meeting allows Startup Insider U participants to discuss global issues, develop practical skills, identify partners, and formulate concrete plans of action.

**THE STARTUP INSIDER UNIVERSITY NETWORK**

The Startup Insider University Network is a consortium of universities that support, mentor, and encourage their students to become student leaders and entrepreneurs on their respective campuses. Members of the University Network provide at least \$10,000 each academic year to support student commitment-makers from their campuses.

**COMMITMENT DEVELOPMENT**

Startup Insider U draws upon a network of experienced Startup Insider U alumni to mentor current student commitment-makers. Startup Insider U students are also provided with opportunities to connect with other individuals who have ongoing commitments in similar topic areas or geographic regions. Select Startup Insider U commitments are featured in various press and media outlets through Startup Insider U's marketing efforts.

**CAMPUS REPRESENTATIVES**

Startup Insider U Campus Reps are a dynamic network of student leaders who work in their campus communities to conduct outreach, organize events, work with university administrators, and provide feedback to Startup Insider U. The Campus Rep network also enables students to obtain greater support for their Startup Insider U commitments by establishing ties with administrators, relevant staff, and existing student organizations.

## CAMPUS REP POSITION DESCRIPTION

Startup Insider U Campus Representatives work with students, youth organizations, and the university community to build awareness of Startup Insider U on their respective campuses. The role of a Campus Rep is to build a strong network of individuals that are well informed of what it means to be a part of the Startup Insider U community, and to also serve as a driving force for student applications to CGI U.

### QUALIFICATIONS

- ★ Commitment to the Campus Rep program from September to April
- ★ Previously attended a Startup Insider U meeting
- ★ Enrolled in an institution of higher education at the time of the meeting
- ★ A working knowledge of the Startup Insider U application process and guidelines
- ★ Ability to recruit students for the Startup Insider U meeting and other Startup Insider U opportunities
- ★ Successful submission of a Startup Insider U Commitment to Action

### KEY RESPONSIBILITIES

**CAMPUS OUTREACH:** Spread the word about Startup Insider U by conducting meaningful outreach to a diverse set of students, student groups, and relevant stakeholders in your university community, utilizing both direct contact and a wider range of digital communication tools to maintain consistent communication.

**CAMPUS EVENT ORGANIZING:** Hold recruitment events with interested students either on or around your own campus.

**SUPPORT LOCAL CGI U COMMITMENTS:** Help commitment-makers troubleshoot their commitments with best practice sharing, as well as general resource sharing.

**WORK WITH UNIVERSITY FACULTY MEMBERS:** Coordinate with several key members of the campus community who can help with on-campus recruitment efforts.

**COMMUNICATE OUTREACH PROGRESS TO STARTUP INSIDER U HQ:** Send updates of progress on student outreach as directed by Startup Insider U staff.

**MEET GOALS ASSOCIATED WITH CAMPUS REPRESENTATIVE POSITION:** As a Startup Insider U Campus Rep, you are expected to work diligently towards the goals set out by Startup Insider U staff.

### REQUIREMENTS

- ★ Participate in a virtual training session at the beginning of your term as a Campus Rep
- ★ Submit a Commitment to Action to attend the upcoming Startup Insider U meeting
- ★ Host at least one general informational session on your campus to garner interest in Startup Insider U
- ★ Host at least two student meet-ups, one in the fall to kick off your recruitment season, and one in the spring to prepare students for the upcoming Startup Insider U meeting
- ★ Participate in a monthly conference call with Startup Insider U staff and other Startup Insider U Campus Reps
- ★ Submit a personal biography and headshot to Startup Insider U

STARTUP INSIDER U CAMPUS REP GUIDE 5

## GETTING STARTED

Once you become a Campus Rep, begin setting specific, measurable, and attainable goals for Startup Insider U outreach. These goals should give you the ability to engage the broader university community, organize events on campus, and build your network prior to attending the Startup Insider U meeting in the spring. Take some time to answer the following questions:

### WHAT ARE YOUR GOALS?

Map out your goals. How many outreach events do you want to hold? How many social media posts do you want to make? How many students from your campus do you hope will submit applications to attend Startup Insider U? How will you work with students to improve and fine-tune their applications?

### HOW WILL YOU GET THE WORD OUT?

Think about ways to work across traditional academic disciplines and reach a diverse set of students. Bring architects and English majors, pre-med and political science majors, engineers and ecologists to the same table to discuss innovative commitment ideas. Talk to staff in the student life or dean of students offices to access other email lists or contacts that can help you reach new audiences. Engage student clubs, your campus volunteering office, and your student government. Develop a robust and consistent social media presence to engage and inform your constituents of all things Startup Insider U.

### WHAT KIND OF EVENTS WILL YOU HOLD?

Be in looking at your preliminary calendar, map out when and where your events will be, and what they will look like. Are you interested in holding a Startup Insider U application review meeting or a Q&A session with Startup Insider U alumni? Be sure to incorporate your outreach into any activities or organization fairs that your school may hold. Be mindful of any holidays in your school calendar, as students are less likely to attend events around breaks.

### WHAT IS YOUR COMMITMENT TO ACTION?

What is vitally important to set up your outreach plan as a Campus Rep. It is also important to make sure that you are developing your own commitment to action. Utilize the sessions that you plan for your own resource- and network-building.

### HOW WILL YOU ACHIEVE YOUR OUTREACH GOALS?

As a Campus Rep, you will be part of a dynamic group of student leaders, and can gather resources from this guide, the Campus Rep Facebook group, and through regular conference calls with CGI U staff members. If you have any questions along the way, you can also contact Startup Insider U staff at: [campusreps@startupinsideru.com](mailto:campusreps@startupinsideru.com)

STARTUP INSIDER U CAMPUS REP GUIDE 6



**STARTUP INSIDER U ANNUAL MEETING**

Hic officium si dicitur sitaque estatur? Qui velitis volere non? quam estis, nonne vel modis  
 udit, ut voluptat ut odis aut accatur?  
 Udil, solennim, omnis nim adicio que cum lateat. doctempr ut qui sim quoque. duandicab  
 iparandi psantur, illa nis velliqui situat, sed que et eturbis. eurpe conatus, turrtur rom. pores  
 tibus, ut  
 Obit, volaria socoques malicam, coras sum dirersped ut loci doloqd gignit et aliterpseri erup-  
 taquam illaborposse parum expernat mil minter, et atem. Xim, et hiciem nis ipasam et eum  
 quiaspa ilaciet vendamim que sim quid excolibus rererios et estior. plangi, moig sujt omitti-  
 tur, ut  
 aut la ome mit. conquantis qui erum se sam. sedis exere insanent tunc. flii. flii. flii.  
 remporizat et odioness magnihilibus derit, vendaci ductis experunt eos nit et eturmi sam ipase  
 voluptatis sum, tendis vent lum aut es aditatur ab tur sitaqueum aut flige. Onipresens ut  
 maiores sim accos sumquam que proventas acat cusam quodis dolupate mentis eate. nalsand  
 fidi. asplatum harur modiem. Quat nat fl, ut.

**Startup Insider U 2015 will take place at the University of Miami in Coral Gables, Florida from March 6-8, 2015. The meeting is free to attend for all accepted students, and students can apply online at: [startupinsider.org](http://startupinsider.org).**

**BEYOND THE MEETING**

doloris, est illere, optate, sum, tem restitutum ne dolores? huius huius, quid mi, officia dolores non-  
 pelenis colorum meandame volliquid minus, saecus voluptures ipasero exerat nulliquis accos  
 quia qui que postias dolupatum est, sundit. unt. laborum erunda con remporempa in ellacabo.  
 Nam, seresequid maximus, voluptates everhe nimpas sincim consequi, de die mod ma aua  
 et ut  
 eum harum voluptat  
 Ouplate solor ratur? Edia commie dolores volenti undipsum quasi consent. es sequamus ex es  
 derupatati omnihiti lacsos accabore cuprate prem nam exple quo biate nis autem quas et esit  
 quis voluptates dolores volenti ut  
 que et ut  
 omnist magnis delland biba in cum fugit. espellectur? Me et allibus.  
 Um repta corum quas quinnis sperserum que quas audist, quant. quant. est elcae prem verctas  
 sinus jimped ulpa, vendigendi venimpo samendis volupta atecus diandi commi coninnius  
 et occum archia volatati ut, fugga quam la valentossi dolupatam debis et peliclatium fuggia  
 dem ra quasperum ipid quilaure min pndignatur, con rem estis voluptate pratenui cus nem

Today's generation of young people holds more power than any generation before it to make a positive impact on the world.  
 — PRESIDENT BILL CLINTON



**CONTACT:**  
 t: (305) 376 4446  
 f: (305) 339 2286  
 e: [sgu@ci.org](mailto:sgu@ci.org) | [globalinitiative.org](mailto:globalinitiative.org)

**TWITTER:** @CGU  
**FACEBOOK:** [facebook.com/cgiuniversity](http://facebook.com/cgiuniversity)

## APPENDIX 7: EMAIL BANNERS

STARTUPINSIDER

GLOBAL INSTITUTE • CLOUD BASED ACCELERATOR • FUNDING PLATFORM • COMMUNITY ENGAGEMENT

STARTUPINSIDER

GLOBAL INSTITUTE • CLOUD BASED ACCELERATOR • FUNDING PLATFORM • COMMUNITY ENGAGEMENT

STARTUPINSIDER

GLOBAL INSTITUTE • CLOUD BASED ACCELERATOR • FUNDING PLATFORM • COMMUNITY ENGAGEMENT

STARTUPINSIDER

GLOBAL CHAPTER NETWORK • GLOBAL LEADERSHIP COUNCIL • EQUAL PLAYING FIELD • HIGH PROFILE EXPOSURE

# APPENDIX 8: CGI INFOGRAPHICS

## STARTUPINSIDER COMMITMENT TO ACTION

Over the next 3 years, Startup Insider Initiative and a consortium of global collaborators will be working to address the key challenges to growth cited by social entrepreneurs in the impact sector.



### GLOBAL INSTITUTE

Leveraging the expertise of over 200 international university and institutional partnerships and collaborations spread across six continents, the Startup Insider Initiative will launch the Global Social Enterprise Institute, offering courses and programming.



### CLOUD BASED ACCELERATOR

The cloud-based Global Social Enterprise Accelerator will connect social entrepreneurs with the opportunities, resources, and mentors that will accelerate their impact.



### FUNDING PLATFORM

Connecting social enterprises and entrepreneurs with the funding, financing, and investor opportunities that will help support growth within the impact sector.



### COMMUNITY ENGAGEMENT

Community Social Venture Connect (CSVC) is a program directed towards for-profit, non profit & hybrid organizations that will provide consulting and facilitated workshops to empower social enterprises that are strengthening communities globally.



### GLOBAL CHAPTER NETWORK

Global SI+ Network aims to provide thousands of emerging global leaders with the resources they need to accelerate their impact throughout the world through social entrepreneurship. The CSVC Program will be offered in coordination with Global SI Network.



### GLOBAL LEADERSHIP COUNCIL

The Global Leadership Council will allow social entrepreneurs and leaders in the impact sector an opportunity to shape the development of the initiative, its refinement, & growth.



### EQUAL PLAYING FIELD

Supporting an equal playing field within the impact sector by implementing dedicated strategies to engage diverse constituencies in the entrepreneurial process.



### HIGH PROFILE EXPOSURE

Highlighting and promoting the success stories of social entrepreneurs, social ventures, and those in the impact sector to international audiences via the Startup Insider e-publication, the Global Social Enterprise Institute and Accelerator.

BECOME A #STARTUPINSIDER AT [STARTUPINSIDERINITIATIVE.ORG](http://STARTUPINSIDERINITIATIVE.ORG)  
STARTUP INSIDER IS AN INITIATIVE OF SHORT ENTERPRISES



**OUR COMMITMENT TO ACTION:**  
 "Empowering Social Entrepreneurs  
 Throughout the World"

CLINTON FOUNDATION  
**STARTUPINSIDER**  
 ACCELERATING GLOBAL IMPACT

CLINTON GLOBAL INITIATIVE

BECOME A #STARTUPINSIDER AT [STARTUPINSIDERINITIATIVE.ORG](http://STARTUPINSIDERINITIATIVE.ORG)  
 STARTUP INSIDER IS AN INITIATIVE OF SHORT ENTERPRISES

**2,500**  
 SOCIAL ENTERPRISES  
 PLATFORM USERS

**\$50 MILLION**  
 MILLION IN ECONOMIC IMPACT &  
 FUNDS DEPLOYED

**2,000**  
 NEW JOBS CREATED GLOBALLY  
 IN THE IMPACT SECTOR

**\$1 MILLION**  
 MILLION IN SUPPORT SERVICES TO SOCIAL  
 ENTERPRISES PROVIDED BY GLOBAL  
 SERVICE PROVIDER NETWORK

CLINTON GLOBAL INITIATIVE

**STARTUPINSIDER**  
 ACCELERATING GLOBAL IMPACT

BECOME A #STARTUPINSIDER AT [STARTUPINSIDERINITIATIVE.ORG](http://STARTUPINSIDERINITIATIVE.ORG)  
 STARTUP INSIDER IS AN INITIATIVE OF SHORT ENTERPRISES

A CLOUD-BASED  
BUSINESS DEVELOPMENT  
PLATFORM THAT IS  
SUPPORTING AN EQUAL  
PLAYING FIELD BY  
ENGAGING DIVERSE  
CONSTITUENCIES AND  
EMPOWERING TALENTED  
MEN AND WOMEN WHO  
ARE POWERING THE  
GROWTH OF THE GLOBAL  
IMPACT SECTOR.

---

BECOME A #STARTUPINSIDER AT [STARTUPINSIDERINITIATIVE.ORG](https://startupinsiderinitiative.org)  
STARTUP INSIDER IS AN INITIATIVE OF SHORT ENTERPRISES

# APPENDIX 9: MEDIA LIST

Contact Name	Outlet	Contact Topic	Contact Title	Media Type	Email	Phone	Home Page URL	Women In Business
Allard, Heather	The Mogul Mom	Entrepreneurism, Women in Business, Motherhood, Family & Parenting	Blogger	Blog	contact@themogulmom.com		http://www.themogulmom.com	x
Andrie A	MOGUL MEDIA TV	CEOs & Business Leaders, Entrepreneurism	Editor	News Web Site	mogulmediatv@gmail.com		http://mogulmediatv.com	
Atwater, Elizabeth	Entrepreneurship of All Kinds	Entrepreneurism, Marketing	Editor	News Web Site	eatwater@babson.edu	+1 (781) 239-6392	http://entrepreneurshipofallkinds.org	
Ayers, Andrea	Launch Grow Joy	Branding, Social Media, Women in Business	Blogger	Blog	launchgrowjoy@gmail.com		http://launchgrowjoy.com/blog	x
Balepoggi, Lourdes	Lulu B. Blog	Entrepreneurism, Women in Business	Blogger	Blog			http://www.lulub.com/blog	x
Baverman, Laura	USA Today	Entrepreneurism, Start-ups	Contributing Columnist	Daily Newspaper	lbaverman@gmail.com	+1 (513) 461-1266	http://www.laurabaverman.com	
Baverman, Laura	Upstart Business Journal	Entrepreneurism, Small and Medium Business	Contributing Writer	News Web Site	lbaverman@gmail.com	1 (513) 461-1266	http://www.laurabaverman.com	
Bayrasli, Elmira	Entreventures	Entrepreneurism, Web Site Design, Internet	Blogger	Blog	wondermentwoman@gmail.com		http://www.elmirabayrasli.com	
Belicove, Mikal	Entrepreneur	Entrepreneurism, Social Media	Columnist & Blogger	Magazine	mikal@belicove.com	1 (949) 715-4283	http://www.MikalBelicove.com	
Bellow, Rachel	The Big Payoff	Business, Entrepreneurism, CEOs & Business Leaders	Host	News Web Site		+1 (312) 222-4700	http://wgn.tv/the-big-payoff	
Bock, Wally	360 Degree Feedback Blog	Entrepreneurism, Technology, Workplace	Blogger	Blog	mail@envirollearning.com	+1 (336) 510-8846	http://blog.threestartleadership.com, http://writingbookwithwally.com	
Bramson, Kate	The Providence Journal	Economic Development, Business, Economy, Start-ups, Entrepreneurism	Business Reporter	Daily Newspaper	kbramson@providencejournal.com	+1 (401) 277-7470	http://katebramson.wordpress.com	
Brodbock, Kate	Forbes Online	Entrepreneurism, Women in Business	Contributing Writer	Online Version	kate@katebrodbock.com	+1 (212) 366-9900	http://www.katebrodbock.com	x
Buchanan, Doug	Business First: The Greater Columbus Business Authority, Columbus Business First	Business, Non-Profit, Small and Medium Business, Minority & Women-based enterprises, Entrepreneurism	Managing Editor	Magazine	dbuchanan@bizjournals.com	+1 (614) 220-5448	http://www.bizjournals.com/columbus	x

Startup Insider Dropbox Folder:

<https://www.dropbox.com/sh/s63cgka2ismv0ee/>

[AADREzYkg6BYAIDZco5hwdt\\_a?dl=0](https://www.dropbox.com/sh/s63cgka2ismv0ee/AADREzYkg6BYAIDZco5hwdt_a?dl=0)