



How to Identify Young Leaders

Leadership and Collaboration

- Leadership Characteristics – Is the Founding team open to mentorship? Are they poised and professional? Are they prepared? Do they articulate their vision well?
- Team Dynamics – Are all Founding team members engaged in the development and presentation of the social venture? Does the team collaborate and support each other? If participating as an individual, does he or she have demonstrated support from peers?
- Commitment to Social Responsibility – Does the Founding team demonstrate a desire and a long-term interest in making a positive impact? Do they have passion for the social change their venture aims to make?

Social Impact & Innovation

- Problem/Issue – Is there a discernible problem? Has the social issue been articulated clearly and effectively?
- Social Impact – What is the specific need the venture fulfills? Who is helped? How are they helped? How many are helped?
- Integration of Missions – Do the venture's social mission and identified problem align? Does the idea address the issue?
- Innovation– Is this approach innovative or unique? Can the innovation be leveraged through other organizations to bring about faster or greater social returns?

Viability

- Model – Is the idea for delivering the social innovation viable? Can it be executed upon immediately? Will the social venture be effective?
- Fundability – Does this venture have the potential to receive financial support from additional investors/donors?

- Marketability – Is there a clear demand for these products or services in the marketplace?

Strategic Plan

- Scalability – Is there potential for growth or replication of the venture?
- Sustainability – Is there potential for the venture to have long-term impact?
- Performance Benchmarks – Does the venture have clear methods to track, monitor, and assess the goals articulated in the action plan?
- Risk Assessment – Are there risk factors associated with the venture and development of the venture? Have they been identified? Is there a plan for mitigating them?