

## SOCIAL BUSINESS AWARD 2023

### Yunus Centre for Social Business & Financial Inclusion – Groupe Trial

#### PRESENTATION OF THE PARTNERS

Building on the activities of the [Social & Sustainable Finance Chair](#) as well as the [Social Entrepreneurship & Inclusion Chair](#), Montpellier Business School (MBS) is inaugurating the Yunus Centre for Social Business & Financial Inclusion in October 2019 in the presence of Professor Muhammad Yunus, 2006 Nobel Peace Prize winner. The center's dual objective is to train and raise awareness of social business through specialized courses, degree programs, internships, and social impact projects, and to develop research and disseminate new knowledge on this topic.

[Le Trial group](#) is a family company founded in the 1950s. Present throughout the Mediterranean basin with over 110 employees, the group is a major player in business consulting, accounting and auditing with strong social values in line with those of MBS and the Yunus Centre. In this context, the Trial group and the Yunus Centre of MBS have decided to set up a prize, in order to allow young Social Business holders to develop their project thanks to a financing of 10,000 euros and a support in accounting expertise for one year.

#### WHAT IS A SOCIAL BUSINESS?

A "Social Business" is an innovative concept whose objective is to carry out actions to contribute to achieving at least one of the seventeen [Sustainable Development Goals](#) (SDGs). According to Professor Yunus, these are businesses that meet the following seven principles: (1) The objective of the company is one or more issues that threaten society, such as poverty eradication, education, health, access to technology and the environment; not profit maximization; (2) The financial and economic situation must be sustainable ; (3) Investors do not receive dividends on their contributions; (4) Results are reinvested in the company's activity; (5) The company is concerned with gender equality and the environment; (6) Employees are paid market wages, and enjoy better working conditions; (7) ... and all this in a good mood! More information on the definition of a social business can be found [here](#).

## SELECTION CRITERIA

The purpose of the award is to support a social business project that will present:

1. Consistency with the framework of the definition of social business;
2. A realistic business plan;
3. Ideally, the project should already be pre-incubated for a minimum of 4 months at the time of application or be participating in the accelerated incubation program of the MBS [Entrepreneurship Center](#);
4. The company does not need to be formally established. Projects in the process of being created are welcome;
5. Applicants must be students of Montpellier Business School or graduates of no more than 10 years (all programs combined) at the time of application;

## COMPOSITION OF THE SELECTION PANEL

The jury will be composed of the director and deputy director of the Yunus Centre for Social Business & Financial Inclusion, a representative of the Trial Group, a representative of the Entrepreneurship Center, the head of the hackathon course, the delegate of the MBS Foundation, a representative of the company sponsor of the [ODD challenge hackathon](#).

## APPLICATION FORM

To apply for the Social Business Award, candidates must send the following documents by e-mail to [yunus.centre@montpellier-bs.com](mailto:yunus.centre@montpellier-bs.com) by March 15, 2023 at the latest, indicating "Social Business Award Application" in the subject line

- The name of the person who will receive the award;
- Letter of application explaining how the project fits into the definition of a social business, presenting elements on the support the project has received or will receive, and more generally the reasons for the application (2 pages maximum in pdf format);
- Business plan and its presentation (in pdf format);
- CV of the project leader(s) (maximum 2 pages in pdf format);
- Video pitch of 3 to 5 minutes (to be shared using the [WeTransfer.com](https://www.wetransfer.com) website).

The jury will pre-select a maximum of three applications for the final of the prize which will take place on April 20, 2023. All candidates will be notified of the pre-selection result by April 3, 2023. The three shortlisted candidates will present their projects to the jury on April 20, 2023. The winner will be

designated by the jury during the final of the ODD challenge hackathon which will take place on April 20, 2023 evening in person on the MBS campus.

### **PAYMENT OF THE PRIZE**

The prize will be paid by MBS after transmission of the jury's decision. The amount of the prize, 10,000 (ten thousand) euros, will be paid into the bank account of the MBS student or graduate responsible for the project. The winner agrees to keep the amount in his/her bank account until the creation of the company. At the time of the creation, the prize will be added to the company's capital.

The accounting support for one year will take place on a quarterly basis during meetings lasting approximately one hour.

### **FOLLOW-UP AND COMMITMENT OF THE CANDIDATES**

The winning project will also be monitored by the MBS teams at the Yunus Centre and by the Trial group. The winner undertakes to regularly transmit to the Yunus Centre and the Trial group the communication documents related to its project and the company so that the Yunus Centre and the Trial group can communicate on this project and promote it on their own communication means.

### **IMPORTANT DATES:**

Submission of application - March 15, 2023

Information on the results of the pre-selection - April 3, 2023

Pitch of the pre-selected projects to the selection jury - April 20, 2023

Award ceremony - April 20, 2023

### **CONTACTS :**

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