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Announcing the 2015 Great Social Enterprise Pitch

FOR IMMEDIATE RELEASE – January 27, 2015 The **Great Social Enterprise Pitch**, Lancaster’s social enterprise idea incubator and business plan competition, is back for 2015. A Social Enterprise is a for-profit or a non-profit business that uses the power of the marketplace to address social issues by delivering a triple bottom line: people, planet and profit. Individuals can learn more about the Great Social Enterprise Pitch process at the **Informational Meeting on February 3 at 6 pm** at the Lancaster County Community Foundation, 24 W. King St, Lancaster. The event is free but requires registration here <http://bit.ly/1u38MKn> or by calling 717.393.6089. The Pitch process kicks off with Spark Sessions in mid-February and will culminate with a Live Pitch for cash and pro-bono services this fall.

After a successful pilot program, the Lancaster County Community Foundation and Assets Lancaster have again partnered to deliver the Great Social Enterprise Pitch to support growing local interest in social enterprise. Last year, following months of education and planning, five social enterprise ideas presented their concepts to a live audience and panel of judges at the 2014 Live Pitch. The judges selected local business, The Common Wheel, a community bike center, as the ultimate recipient of the top award.

The **Great Social Enterprise Pitch** is open to individuals or organizations that have a social enterprise idea or would like to learn more about the concept. Participants will follow a free 5-step process on a learning quest toward the final Pitch which will result in cash prizes and pro bono services for strong social enterprise plans.

Here’s how it works:

- Spark Sessions [February 12 and 19] Open sessions to brainstorm ideas and share social enterprise concepts.
- **Application Deadline [March 9]** For individuals interested in participating in idea incubators.
- Idea Incubators [April – July] Ten ideas will be selected to attend the free sessions focused on feasibility and business planning.
- Crowdfunding [July - August] Online fundraising for participants.
- Great Social Enterprise LIVE Pitch [September 25]

The top five concepts will be invited to pitch their ideas for cash prizes and pro bono services. All sessions and workshops for the Great Social Enterprise Pitch will be facilitated by ASSETS Lancaster.

The **Great Social Enterprise Pitch** is part of the Ah-Ha Conversation series hosted by the Lancaster County Community Foundation. Information and registration at <http://lancfound.org/pitch/>

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The **Lancaster County Community Foundation** manages more than \$80 million in community assets that help support Lancaster County every year. We support the community benefit sector with grant dollars and capacity building and we act as a community catalyst bringing sectors together in innovative ways to address emerging needs in Lancaster County. www.LancFound.org

Assets Lancaster has focused on microenterprise support for entrepreneurs in Lancaster County for 20 years. We strongly believe that the health of our communities is dependent on the success of small businesses and the support of entrepreneurs. www.AssetsLancaster.org