

Announcing Top 5 Social Enterprise Ideas for the LIVE Pitch

For Immediate Release

September 1, 2015

LANCASTER—The **2015 Great Social Enterprise Pitch** announces the Top 5 social enterprise ideas to advance to the LIVE Pitch that will be held Friday, September 25 at 7 pm.

The top 5 ideas:

- **Far Far Away Books.** A mobile book-seller for low-income neighborhoods. Lead: Garret Drew Ellis.
- **Life and Legacies.** Visual story-telling archive of Lancaster County residents. Leads: Meredith Cooke and Joe Mitton.
- **Make 717 Innovation Center.** A community space for artisans, machinists, and designers. Leads: Ben Eisemann and Bruce C. Schreiner.
- **Revolution.** Training homeless women to create hand-made jewelry and develop business skills. Lead: Sarah Rutt and Charissa Gift.
- **The Stroopie Company.** A cookie bakery that actively employs refugees. Lead: Jennie Groff.

These top five ideas will compete on stage for a community audience and 5 judges in the LIVE Pitch on Friday September 25 at 7 pm at Fulton Elementary School, 225 W. Orange St., Lancaster. Each idea team will have five minutes to “pitch” their social enterprise concept. Winners will receive more than \$30,000 in cash and pro bono prizes from local businesses. Attendees will also select an “audience favorite.”

Additionally, the LIVE Pitch event will feature a keynote address from social entrepreneur, GABRIEL MANDUJANO, Founder of [Wash Cycle Laundry](#) -- a bike-powered laundry service featured by Fast Company, Univision and NPR. The LIVE Pitch event will be free and open to the public.

Following a six-month learning program, these five ideas were selected using specific criteria: 1. Dollars raised and number of donors during the Crowdfunding phase. 2. Evaluation also considered clarity of need, potential impact, market demand, profitability/sustainability, leadership, and scalability. These criteria were clearly communicated to the participants.

BACKGROUND:

The **Great Social Enterprise Pitch**, Lancaster's social enterprise idea incubator and business plan competition, is a friendly competition facilitated by the Lancaster County Community Foundation and ASSETS Lancaster. The Pitch, now in its second year, is designed to empower local social enterprise ideas. Information and details about the Pitch are at www.LancasterPitch.com

WHAT IS SOCIAL ENTERPRISE? A social enterprise is a market-based entity that is developed for the purpose of achieving positive social or environmental impact, while also making profit. A social enterprise focuses on a triple bottom line: people, planet and profit.

The **2015 Great Social Enterprise Pitch** was open to individuals or organizations that have a social enterprise idea or would like to learn more about the concept. Participants are following a free 4-step process on a learning quest including the final LIVE Pitch which will result in cash prizes and pro bono services for strong social enterprise plans.

Here's how it works:

Step 1: Spark Sessions. COMPLETED

Participants learned about the concept of social enterprise, key tools for vetting their concept, and how the Pitch process works.

Step 2: Idea Incubator Workshops. COMPLETED

12 ideas were selected to attend the free sessions focused on feasibility and business planning.

Step 3: Crowdfunding. COMPLETED

The community voted for their favorite business ideas using their dollars.

Step 4: Great Social Enterprise LIVE Pitch SEPTEMBER 25 at 7 pm at Fulton Elementary School.

FREE AND OPEN TO THE PUBLIC. The top five concepts will pitch their ideas for cash prizes and pro bono services.

All sessions and workshops for the Great Social Enterprise Pitch have been 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 at LancFound.org

COMPLETE LIST OF 2015 PITCH PROJECT IDEAS AND TEAM MEMBERS:

- **Create Karma.** Wellness training series to promote health and community. Leads: Sarah Gingrich and Rachel Reinmiller.
- **Far Far Away Books.** A mobile book-seller for low-income neighborhoods. Lead: Garret Drew Ellis.
- **Life and Legacies.** Visual story-telling archive of Lancaster County residents. Leads: Meredith Cooke and Joe Mitton.
- **Make 717 Innovation Center.** A community space for artisans, machinists, and designers. Leads: Ben Eisemann and Bruce C. Schreiner.

- **NuLife's.** Reusing textile waste to create unique clothing and accessories. Lead: Schirlyn Kamara
- **Revolution.** Training homeless women to create hand-made jewelry and develop business skills. Lead: Sarah Rutt and Charissa Gift.
- **Redify.** Selling fair-wage products from India to connect and support educational programs for youth in India and Lancaster. Leads: Ahan Patel, Niraj Patel.
- **The Stroopie Company.** A cookie bakery that actively employs refugees. Lead: Jennie Groff.

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WATCH a video overview about local Social Enterprises: <http://lancasterpitch.com/>

The **Lancaster County Community Foundation** manages more than \$85 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 creates economic opportunity and cultivates entrepreneurial leadership to alleviate poverty and build vibrant, sustainable communities. www.ASSETSLancaster.org