**Social Innovation Challenge**

2023: Addressing the rising cost of living

**Application form**

# When filling in your Social Innovation Challenge application online, you will be asked to upload this document in Section 3.

We prepared a guidance document to help you when filling in this form. If you are struggling with any of the questions below, please have a look at the guidance document. You should have received the guidance document after submitting an expression of interest.

If you can’t find the answers you are looking for, or if are having any issues with the accessibility of the form, let us know by emailing the Social Innovation Challenge Programme Manager at [carmen@firstport.org.uk](mailto:carmen@firstport.org.uk).

We have not set any word counts in this document in order to make it easier for you to fill it in, in a way that makes sense for your project. However, **please ensure that your total submission does not exceed 20 pages.**

### Introduction and vision

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| **1. In just a few sentences, please provide us with a short introduction to your Social Innovation Challenge solution.**  Please cover the issues you are addressing, the services/products you will offer and how it will generate income and direct social impact.  Please note that if your idea is shortlisted, we will use this introduction to summarise your project in a blog announcing the Social Innovation Challenge shortlist. Please use this box to share only information that you would be happy for us to publicise more widely. |
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| **2. Please tell us what makes you or your enterprise suited to delivering this solution.**  We would like to hear about the motivation, skills, knowledge and experience that you or your team have that are relevant to your solution. |
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| **3. If you are developing this solution with additional partners, please let us know.**  We would like to know who you will be working with, what skills each individual or organisation will bring and why you decided to work together on this challenge. |
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### Social impact

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| **4. What is the problem that you are seeking to address?**  You should make sure that the problem you want to solve is relevant to this year’s theme: addressing the rising cost of living by removing the deep-rooted obstacles that prevent individuals and communities from living fulfilling and dignified lives. |
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| **5. How will your solution generate direct social impact\* and who will it benefit?**  Let us know what benefits your solution will provide, for how long, and whether they are aimed at a particular group of people or communities.  \* When a social enterprise provides products or services itself to its beneficiaries, we define this as ‘direct social benefit’. On the other hand, when a social enterprise provides services to other organisations, who then go on to do the work with beneficiaries, this would be defined as ‘indirect social benefit’. |
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| **6. How will you measure the social impact delivered through your solution?**  Explain the systems and approaches you will use for capturing social impact or positive change. |
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### Enterprise potential and sustainability

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| **7. What products or services will your solution / enterprise offer?**  Please detail the products or services that will enable your solution to generate income. |
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| **8. What staff, resources or partnerships are required to deliver your solution?**  You should aim to give further information on what you need to make it a success. |
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| **9. What are your key aims and milestones for the next two years?**  This will be linked to the development of your enterprise, the social impact and the income you expect to generate over the grant period. |
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| **10. Market research: please provide further detail on the market analysis that you have undertaken whilst developing your solution.**  We would like to see the evidence that you have gathered of demand from paying customers, as well as an understanding of who your main competitors are. It is important to be able to evidence a **paying market** rather than just a social need. |
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### Innovation

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| **11. Please tell us what makes your solution innovative and relevant to the challenge you are seeking to address.**  Let us know how you have researched or tested any of your solution’s features whilst developing it and how your solution is different to what has been done before. |
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### Community engagement

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| **12. Please tell us how you have engaged with the people or the communities that you are hoping to help through your solutions.**  We would like to see that you understand their needs and that you have involved them in developing your solution.We are also interested in any links or partnerships you may have that would allow you to implement or test your solution with those you are hoping to help. |
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