



William James Foundation runs business plan competitions for Social Entrepreneurs, many of whom are from Developing Countries. A single entry to WJF can place a Social Enterprise into a number of competitions.

Natural Innovation is an outreach partner, and we encourage and support our incubatees to apply to WJF.

Mitra Ardron has been a Judge in this competition for the last few years, and concurs with Ian Fisk's (WJF's executive director) conclusions that the extensive feedback that entrants receive is at least as valuable as the kudos that comes from winning or reaching the finals.

The William James Foundation's Sustainable Business Plan Competition offers a total of \$150,000 worth of services & cash to the best new for-profit plans with social and/or environmental goals.

**Entrants** can be any age or anywhere in the world, but must be starting or growing for-profit companies that are either pre-revenue, or are within five years of their first revenues. All entrants who are accepted into the competition receive an average of 20 pages of feedback a round. Deadline for 5-8 page summaries is Oct. 12. Visit [www.williamjamesfoundation.org/howtoenter](http://www.williamjamesfoundation.org/howtoenter) for more information on entering or contact executive director Ian Fisk at [ian.fisk@williamjamesfoundation.org](mailto:ian.fisk@williamjamesfoundation.org) with any questions. Please [contact us](#) before you apply and we'll give you a code for a discount off the entrance fee.

The William James Foundation is looking for experienced individuals who have built, managed, studied, or invested in multiple bottom line companies to serve as **reading judges** for our

competition. Reading judges are given three to five summaries to evaluate over the course of the entire month of November. This usually takes five or six hours in total. Visit

[www.williamjamesfoundation.org/judging](http://www.williamjamesfoundation.org/judging)

for more information or contact executive director Ian Fisk at

[ian.fisk@williamjamesfoundation.org](mailto:ian.fisk@williamjamesfoundation.org)

with any questions. This is a great way to learn about and support the next generation of sustainable entrepreneurs. Please

[let us know](#)

if you are enquiring about being a judge.