



A global community of teenagers creating better futures for themselves and others

***2011 SAGE World Cup
July 22-26, 2011
Niagara Falls/Buffalo, NY
USA***

hosted by

***Canisius College
2001 Main Street
Buffalo, NY 14208***

<http://www.canisius.edu/>

Program Summary for 2011 World Cup Competition Buffalo, NY - USA

Friday 22 July 2011	
Morning, afternoon	<i>Arrival of international teams; check into rooms at Canisius College; unpack</i>
Evening (7 PM - late)	<i>Opening Ceremony, draw of presentation slots for competition</i>
Saturday 23 July 2011	
Morning (7:30 – 11:30 AM)	<i>Organized excursions</i>
Afternoon (2:00 – 6:00 PM)	<i>Cultural Afternoon</i>
Evening (7 PM – late)	<i>Niagara Falls Tour</i>
Sunday 24 July 2011	
Morning (9:15 – 10:10 AM)	<i>Judges' meeting and briefing</i>
Morning/Afternoon (10:30 AM-3:30 PM)	<i>Preliminary Round of Competition</i>
Afternoon (4:00 – 6:00 PM)	<i>National Coordinator Meeting</i>
Monday 25 July 2011	
Morning (9:15 – 10:10 AM)	<i>Judges' meeting and briefing</i>
Morning (10:10 – 10:30 AM)	<i>Announcement of Semi-Finalists</i>
Morning/Afternoon (10:45 AM-4:30 PM)	<i>Final Round of Competition</i>
Throughout the Day	<i>Entrepreneurship Showcase (SAGE teams, local businesses and companies, and SAGE sponsors/supporters are invited to set up exhibit booths)</i>
Evening (7 PM – late)	<i>Gala dinner & announcement of winners</i>
Tuesday 26 July 2011	
Early morning	<i>Teams depart</i>

The SAGEGLOBAL Vision

SAGE envisions the creation of better futures through business entrepreneurship, social entrepreneurship and community service.

The SAGE Mission

The SAGE mission is to help create the next generation of entrepreneurial leaders whose innovations and social enterprises address our world's major unmet needs.

Competition is Key!

The SAGE idea is modeled after interscholastic sports. A team of innovative teens is formed, either by the students themselves or in conjunction with an entrepreneurial teacher, adult ally or sponsor. The team can be part of an existing class or it can be part of a community organization like the Boys and Girls Club. At the end of the academic year, the teams travel to a tournament to present the results of their innovations to a panel of jurists recruited from the business and civic community.

This summer, from July 22-July 26, teams from 15-20 countries will be vying to be this year's SAGE World Cup Champion. This is the ninth year that the SAGE World Cup will take place. The past five years, the event has been in Shanghai, Odessa, Abuja, Brasilia and Cape Town. But this year, we are bringing the SAGE World Cup back to the USA. The host city in 2011 is Buffalo, New York, USA.

How Does SAGE Work?

A Group of Teens Must:

1. Identify a business venture, form a team of at least three teens, and find an adult ally/sponsor.
The business must be either a:
 - a. Socially responsible business (SRB) or a
 - b. Social enterprise business (SEB)
 - c. Register your business at <http://sageglobal.org>. Then operate the business during the year
2. Focus on:
 - a. Marketplace viability
 - b. Social impact
3. Travel to a SAGE competition to present your business to a panel of leaders (by invitation only: your invitation will be extended only if you meet certain reporting benchmarks during the year).

They do this under the under the guidance and direction of university mentors and adult allies/sponsors. SAGE provides lodging, food, prize money, awards, recognition, and an audience of business and civic leaders to each official SAGE delegation. At each country's national tournament, the best team in each category wins the right to represent their country at the SAGE World Cup.

What is a Socially-Responsible Business (SRB)?

SRBs are always legally structured as for-profit businesses; they do not directly address social needs through their products or services or through the numbers of disadvantaged people they employ; instead, they create positive social change indirectly through the practice of corporate social responsibility (e.g., paying equitable wages to their employees; using environmentally friendly raw materials; providing volunteers to help with community projects; and so on).

What is a Social Enterprise Business (SEB)?

SEBs directly address social needs through their products or services or through the numbers of disadvantaged people they employ; they can be legally structured either as nonprofits or as for-profit businesses, but in either case must be profitable. But in either case the SEB must have a business model that demonstrates the ability to be a going concern through the use of earned revenue, either by achieving profitability or by creating a clear path toward profitability.

Who are Social Entrepreneurs?

A social entrepreneur is someone who recognizes a social problem and uses entrepreneurship principles to organize, create, and manage a venture to make social change. Whereas a commercial entrepreneur typically measures performance through profit and financial return on investment, social entrepreneurs measure success in terms of the impact they have on society. The most impactful social entrepreneurs take personal and financial risks to pursue their passion for social change. Their innovative new products, services and delivery modes usually becomes sustainable through private sector investments and profits; as the innovation becomes successful, the “pattern-changing” idea may gain additional support through creative public and public sector partnerships.

SAGE History

SAGE was founded in the late 2002, primarily as a new vehicle to introduce entrepreneurship to high school students. In 2003-2004, 16 high schools participated in the California competition, and over 200 high school students came to Chico State University at the end of March. Since then, we have grown to include ten US states and a total of 21 countries hosting national competitions. Today, over 4,000 high school students in 500 high schools are participating in SAGE.

To Learn More: Visit: <http://sageglobal.org>, email: cdeberg@csuchico.edu, or
Call: **530.898.4824**

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