

NEXT IN MIND

Selection criteria

01

GENERAL CRITERIA

Development stage

Next in Mind is focusing on supporting social entrepreneurs in their scaling readiness journey.

The program is searching for social entrepreneurs with innovations for emerging adults (18-29 years) that are accessible, affordable, and acceptable for the target group

The social entrepreneurs who join the programme should have an ambition to scale their impact in order to meet the need in society and proven experience of leading its organization towards impactful and scalable interventions. They should be able to demonstrate that they have considered the needs of the emerging adults target group and that their organization and team has reached a level of financial and operational stability that can permit them to allocate their time to work with scaling efforts.



Target group for the program

For whom is this program:

- Organizations led by social entrepreneur, who have an implemented solution that improves mental health outcomes for emerging adults (18-29 years) and want to scale their impact
- Organizations led by social entrepreneur, who have been working in the area of mental health, can demonstrate positive results from their work, and want to adapt it to the needs of emerging adults
- Organizations that want to co-create advocacy activities together with other stakeholders in order to increase their impact.

For whom this program is not for:

- Social entrepreneurs who are making their first steps in the field, are about to or have just started running their organization, and are still in the process of identifying and testing what their solution could be
- Social entrepreneurs who are working in the sector of mental health, but do not have an ambition to scale their impact OR still haven't reached the level of maturity of their initiatives that will permit them to pursue scaling their impact

02

SCALING READINESS CRITERIA

1. Problem	2. Solution	3. Leadership & Team	4. Organizational Capacity
Clearly defined	Addresses the problem	Demonstrated “good fit”	Feasible goals
Key root causes identified	Completed proof of concept stage with indication of impact	Demonstrated leadership	Indication of financial stability
Informed understanding	Ambition and initial idea for scaling impact in place	Demonstrated ethical fibre	Processes in place
Thematic fit	Ambition for contributing to systems change	Competent team in place	
		Ability to build and maintain collaborations and sustainable partnerships	

1. Problem

Clearly defined:

The challenge for emerging adults addressed is clearly defined, and the scope and severity of the problem are backed up with data from a reliable source. There is a clear indication that the problem is not adequately met by current systems or alternative solutions.

Key root causes identified:

The key root causes of the defined problem have been identified. The causes defined by the entrepreneur are validated by empirical or statistical data, ideally from multiple sources. The entrepreneur should be able to clearly explain which are the critical root causes that are not being adequately met by the current systems/support measures.

Informed understanding:

The entrepreneur's understanding of the problem is informed by interactions with the emerging adults directly affected by the problem (e.g. beneficiaries) and there is clear validation of this understanding by stakeholders closely involved in addressing it (e.g., social workers, sector experts).

Thematic fit

Addressing the defined problem will contribute to reducing mental health challenges for emerging adults (ages 18 - 29) in Sweden, Norway, Denmark, or Finland.

2. Solution

Addresses the problem:

The entrepreneur has developed a solution which addresses the problem identified. The organization's audiences (users, practitioners, commissioners, sector partners and experts) should recognize the solution's impact as credible and a legitimate response to the problem. The solution is accessible, affordable, and acceptable for the target group.

Completed proof of concept stage with indication of impact:

The organization is officially registered and has an experience of implementing a solution with its primary target group. The organization is able to demonstrate the potential for impact on emerging adults either by:

For organizations who already have implemented the solution to support emerging adults - by presenting results - preferably by quantitatively measured outcomes - of positive impact on the main target group OR

For organizations that have experience supporting other target groups - by presenting results - preferably by quantitatively measure outcomes - that can demonstrate the effectiveness of their existing solutions and other relevant results that demonstrate the potential of increasing its scope to support emerging adults.

2. Solution

Ambition and Initial idea for scaling impact in place:

The entrepreneur has the ambition to have an impact on a significant share of the emerging adults target group. They have identified a potential way to scale the impact of their solution, so that they can meet unmet needs of the target group and reach a significant share of it.

Ambition for contributing to systems change:

The entrepreneur has the ambition and specific ideas on what steps they can take towards creating long-lasting change by changing the system which is either causing the problem, or restricting or limiting its solution. They are interested in engaging in advocacy efforts dedicated to this goal and/or collaborating with other stakeholders in the ecosystem to contribute to systems change.

3. Leadership & Team

Demonstrated “Good Fit”:

The entrepreneur and their team have demonstrated a strong desire and ability to take advantage of the support we can offer in the program. The support provided within the program is a good fit with the strategic priorities of the organization and with its operational plan for the 2024-2025 period. The founder/CEO is committed to drive scaling efforts. The organization has appointed a clear project owner who will be responsible for the scaling of the solution and will take part in all activities in the program.

Demonstrated Leadership:

The founder/CEO has demonstrated that they are action-oriented, a strong and inspirational communicator, smart, brave and passionate. The project owner is an experienced individual (ideally with previous experience in scaling) and is trusted by internal stakeholders. The founder/CEO has an experience in leading a team and organization through the process of adapting to address challenges related to the effectiveness of the method, changes to the business model and/or operational changes necessary to support the growth or organizational change. Internal stakeholders fully support scaling and have been consulted. The project owner demonstrates strong motivation and a scaling mindset, balanced with an understanding of the challenges that lay ahead and willingness to learn and adapt accordingly the organization’s approach, and to bring in additional skills, expertise and mindset in the team if the scaling goals require this.

3. Leadership & Team

Demonstrated Ethical Fibre:

The founder/CEO has continued to demonstrate their honesty, trustworthiness & reliability. They have convinced us that they would be a great addition to our global network of social entrepreneurs and to our program.

Competent team in place:

Team roles and responsibilities have been reviewed and there are some initial ideas about what potential roles and expertise will be needed to support scale.

Ability to build and maintain collaborations and sustainable partnerships:

The team has a proven collaborative mindset and skills that would allow them to scale and engage in advocacy and/or other initiatives targeting systems change.

4. Organizational capacity

Feasible Goals:

The initial scaling ambition is clear and supported by clear goals for addressing the problem facing emerging adults. The entrepreneur can explain what steps they want to take in 2024 and 2025 that can help them to eventually reach a significant portion of the emerging adults target group.

Indication of financial sustainability:

The organization can demonstrate that it is committed to and on track to identify a sustainable business model. The organization can demonstrate through financial records that it has a track record of mobilising capital for its impact goals and that it has achieved a level of financial stability that will permit it to dedicate resources to pursue impact scaling.

Processes in place:

The organization has established financial, operational and people management processes in place. The project leader has identified the need to attract additional expertise in the team to support the scaling process and has secured the buy-in of the team.

THANK YOU!