

# Module: Social entrepreneurship and social enterprises (including green entrepreneurship)

Project number: 2020-1-MK01-KA205-077462



# Steps for creating a social enterprise



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# Questions to take into consideration:

*...IT'S BEEN A TRANSFORMATIONAL JOURNEY FOR ME & MY FAMILY...*

**LESSONS LEARNED:**

- START w/ the END IN MIND
- TRANSPARENCY w/ DONATIONS
- ACT BOLDLY w/ FINANCIAL BACKING
- FIND LIKE MINDED PEOPLE TO OWN the BRAND
- PRODUCT HAS TO BE GOOD & PRICE COMPETITIVE
- NEED A GOOD VALUE PROPOSITION
- OUTSOURCE AS MUCH AS POSSIBLE → (SCALABILITY)
- LEARN ON SOMEONE ELSE'S NICKEL
- DON'T QUIT WHEN IT SEEMS OBVIOUS
- FIND A PARTNER/MENTOR WHO BALANCES YOU
- REMEMBER the RULE of TWOS: EVERYTHING WILL TAKE TWICE AS LONG, & WILL BE TWICE AS EXPENSIVE

**HAIR RISING**  
SIMULATION for TODAY'S WORKSHOP USING READINESS WORKSHEET

**EXPERIENCE**

- KNOWLEDGE OF INDUSTRY
- PASSION-DRIVE
- BUSINESS/MKT KNOWLEDGE
- HARNESS YOUR NETWORK..
- SUCCESS IN BIG BIZ. DOESN'T GUARANTEE SUCCESS IN START-UP ENVIRONMENT...

**IDEA**

- INFRASTRUCTURE
- RELIABILITY
- CLARITY ON PRICING & WHERE FUNDS GO
- LEGAL ADVICE UPFRONT

**FINANCE**

- DON'T LOSE FOCUS UNTIL @ BREAK EVEN POINT
- CONSIDER HOLISTIC COST (DON'T OVERLOOK ANYTHING)
- KNOW the NUMBERS WELL
- NEED TO GENERATE 30% GROSS MARGIN

**SUPPORT**

- DO THE RESEARCH & PULL ALL the KEY PEOPLE/ELEMENTS TOGETHER
- FIND A MENTOR - PARTICIPATIVE MANAGEMENT -

**HOW READY ARE YOU?**

**UNDERSTAND the RISK & the IMPLICATIONS for YOU & YOUR FAMILY/RELATIONSHIPS**

**SOCIAL ENTERPRISE START-UPS WITH JEFF CHURCH**

THE SOCIAL ENTERPRISE CONFERENCE  
SUSTAINING IMPACT, LIVING CHANGE

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# 1. Identify a problem-offer a solution

Who and why will I help?

What is my motivation?

What are my beliefs?

How can I help? What specific actions am I going to take to realize my intention?

What results do I expect?

What is my understanding of the problem?

What kind of experience do I have with the problem I am aiming to solve?

How can my experience help me to create specific results?

What/Who can help me to achieve better understanding and to have better insight into the problem?

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## 2. Conceptualize your product

Where does my idea fit in?

Within which framework  
does my idea work?

Competitive advantage –  
What unique quality will my  
product bring compared to  
competition?

Business alignment – How is  
my product related to my  
business social mission?

Customers – What are  
the wishes and needs of  
my target customers?

Execution – What resources,  
processes, risks, partners and  
suppliers in the market do I  
need?

Business value – What are  
the benefits of the  
realization of the idea?

Project number: 2020-1-MK01-KA205-077462



### 3. Cather a team

- ✓ What should guide you when you choose your co-workers?
- ✓ How does the teamwork?
- ✓ How to communicate within the team?

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## 4. Initial financing

- ✓ What is your financial framework?
- ✓ Local with small number of customers or do you want to achieve a greater impact?
- ✓ How much money do you need?
- ✓ What specific type of business model will you choose?
- ✓ How will you get the initial funding?
- ✓ Will you be looking for a business loan or can you afford self-financing?
- ✓ Have you provided a legal background and measurable indicators before starting?

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## 5. Legal framework

- Is there a unique law for starting up and further organization of a social enterprise?
- Will I be able to realize my idea in the legal framework of my country?
- Taxes?
- Sources of financing? Private donations, public grants, shares or loans.

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## 5. Be visible - promotion

How to get people to support my enterprise?

Is there a target market?

How should my advertisements work?

Do I know my customers?

Do I target the market via social media or prefer live contacts on seminars or meetings?

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## Business plan:



- ✓ Who will be my business partners?
- ✓ How is my enterprise different?
- ✓ Who is the desired customer for my product?
- ✓ How are the costs structured?
- ✓ How to minimize risk factors?

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## Summary:

**Our business is making impact**

**Our target groups keep coming back**

**We're getting our work done**

**We're leaders**

**We're delivering**

**Our team is growing**

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