



Social Entrepreneurship for Local Change

International Online Seminar
Session 8

Phase C: Designing the Business Model
C.1: The Business Plan

Tuesday, 24th of May 2016
16 00 – 17 30 CET



Co-funded by the
Erasmus+ Programme
of the European Union



Agenda

Welcome

Our IP in Bucharest

The Business Plan

Lecture by *Monica Dudian, ASE Bucharest, Romania*

Outlook on **seminar process** and **assignments**

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E



PARTY!
MAKERS
REUNITE
1 YEAR
SINCE 2015



④ Connectivity of Green Space

Kaude-Laa, Cristina E., Andrea, Tara

5/4/8
[Sticky notes]

⑤+6 Sustainable Transport / Mobility

Cam, Anka, Stefania, Cheng, Alexander
Volkan, Joana, Amara, Sabina, Palina

[Sticky notes]

⑦ Greenhouses / Urban Agriculture

Faust, Georgiana, Jari, Saad
Yasmine

[Sticky notes]



TEAM'S IP BUDAPEST

① Learning through research

[Sticky notes]

② Sustainable Policies to Increase

[Sticky notes]

③ Good practice / Community

[Sticky notes]









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Social Challenges
and The Jungle of
Competition

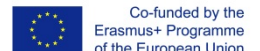




Thank you!



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Phase C: Designing the Business Model

The Business Plan

by *Monica Dudian*, ASE Bucharest



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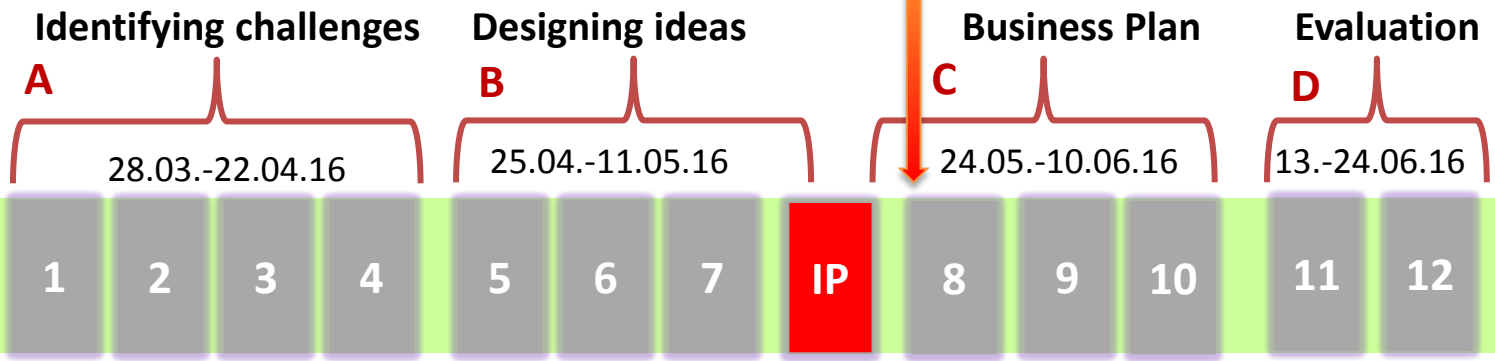
Many thanks to our lecturer!



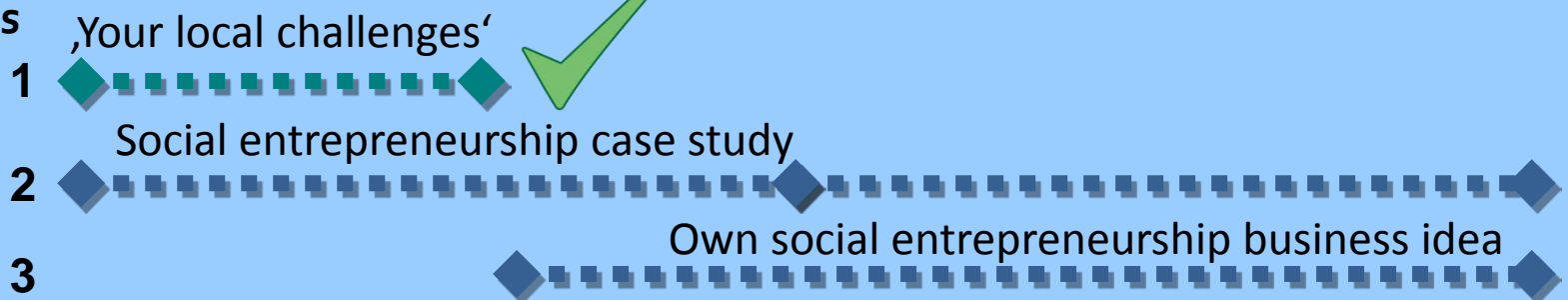
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Seminar process

We are here today



Assignments



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Assignment 2: Field Research (1)

After identifying your local challenge you are now invited to research what others are already doing in this field.

- What kinds of **business models exist** and how do they work?
- Which **individuals** are behind those initiatives and what motivates them?
- What could you **learn** from them?

- Contact a Social Enterprise
- Conduct an interview
- Reflect and document your case

→ **A quick poll on your current situation**



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Assignment 2: Field Research (2)

Individual work (one student per case):

- Identification of a local Social Enterprise and interview (ca. 45 minutes)
- Case documentation in the form of
 - 1) a case study template (this goes on the wiki) and
 - 2) a written report (ca. 5 pages)

Group work:

- **Reflection of differences and similarities** between the cases
- Presentation of findings in plenary (30 minutes per group)



Timeframe:

- Week 2- 6 (5.4.-3.5.2016): Case study work (individually and in groups)
- Week 7 (10.5.2016): Case study template on wiki and group presentation
- **Week 12 (24.06.2016):** Submission of written report (5 pages with all information)



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Assignment 2: Field Research (4)

Assessment criteria for the group work on 10th of May:

- Timely submission of the presentation file and completion of the wiki
- Clear and consistent argumentation
- Quality and depth of the cross-cutting analysis
- Quality of the visual communication

Assessment criteria for the individual work:

Timely submission of all required elements (24th of June):

- Case study template on the wiki
- Signed Consent form (explain in case you did not receive it)
- Completed questionnaire (scanned PDF)
- Written report (5 pages)

Quality of the written report:

- Clear and consistent description of the SE's situation and its key characteristics
- Logic of your analysis
- Clarity of expression
- Formal quality

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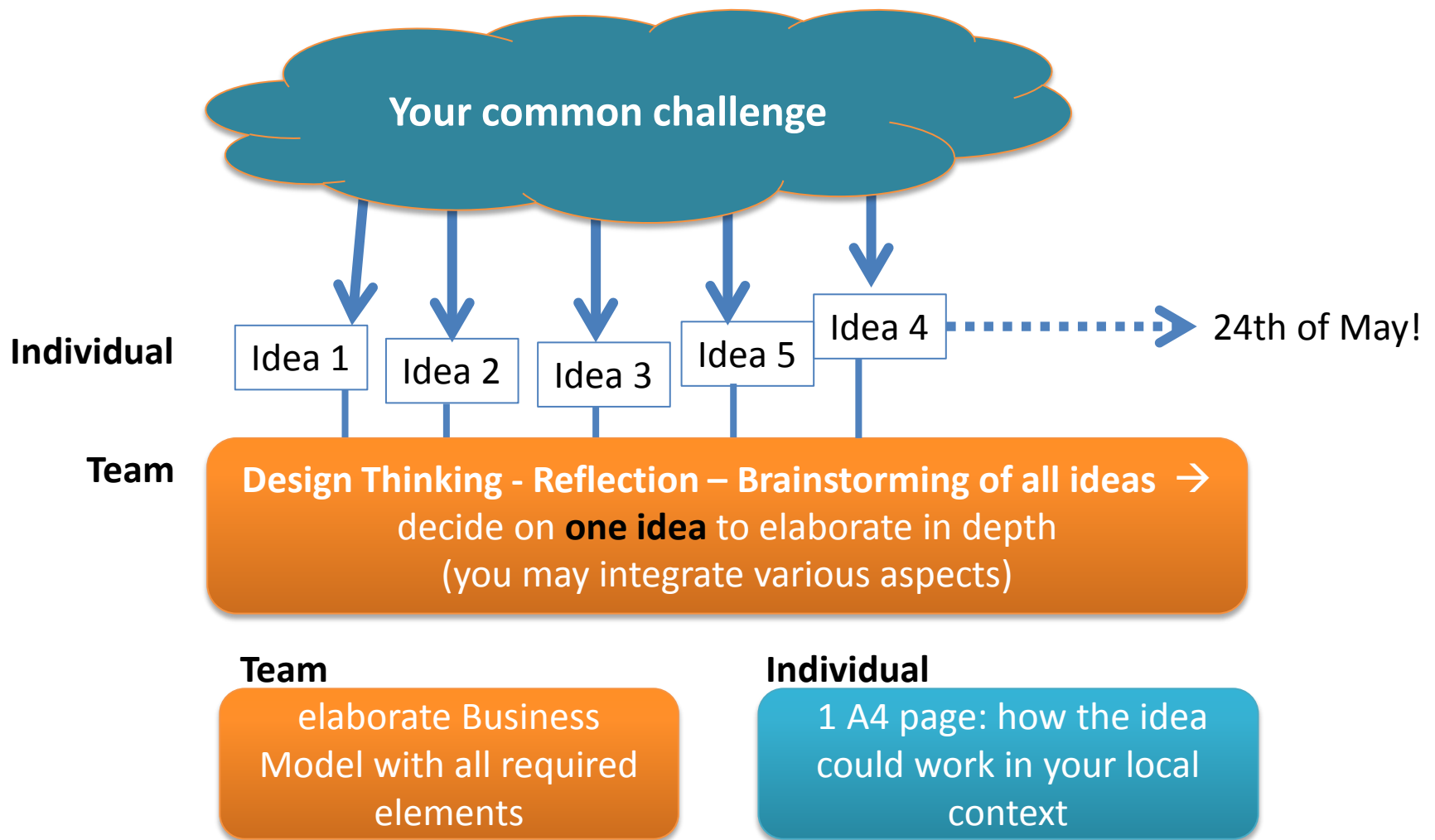
Assignment 2: Field Research

Any questions?



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Assignment 3: Design your business



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Assignment 3: Design your business

Time frame and process:

- **For today:** a first sentence on your business idea.
- **Until May 31:** Reflect: What is your **theory of change**?
Check the **business plan template** and make a **work plan**
- **Until June 7:** Design and describe the **financing model**
- **Until June 14:** Design and describe the **marketing plan**
- **Until June 21:** Evaluation plan + prepare **final presentation**
- **Until June 24:** submit your business plan (group)
1 page on your local context (individual)

→ We will send out the template tomorrow or Thursday

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Assignment 3: Design your business

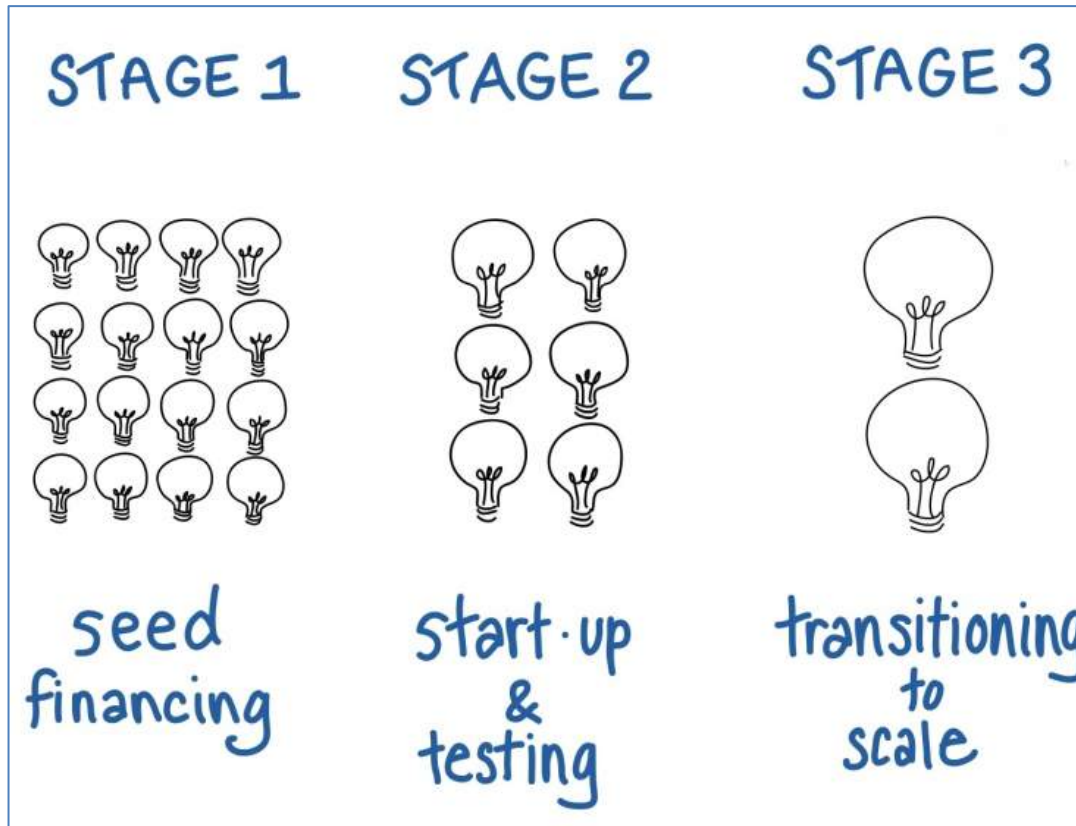
Any questions?



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Next Session: Financing Models

Tuesday, 31st of May 2016 , 16 00 – 17 30 CET



<https://www.usaid.gov/div/model>

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Thank you very much for your attention!



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