



Social Entrepreneurship for Local Change

International Online Seminar
Session 9

Phase C: Designing the Business Model
C.2: Financing Models

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



Co-funded by the
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Agenda

Welcome

Financing Sources for Social Entreprises

Lecture by *Monica Dudian*, ASE Bucharest, Romania

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

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Phase C: Designing the Business Model

Financing Sources for Social Enterprises

by **Monica Dudian**, ASE Bucharest



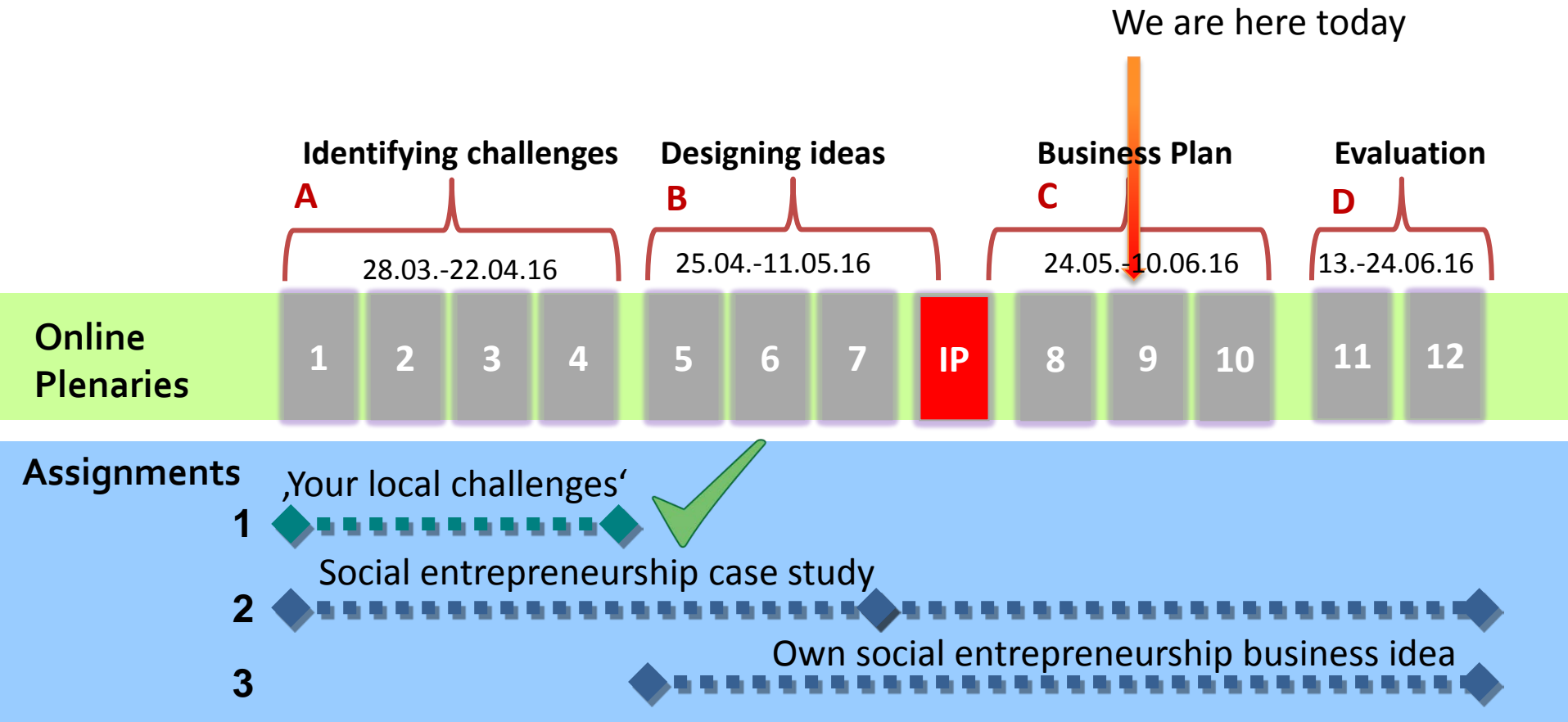
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Many thanks to our lecturer!



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Seminar process



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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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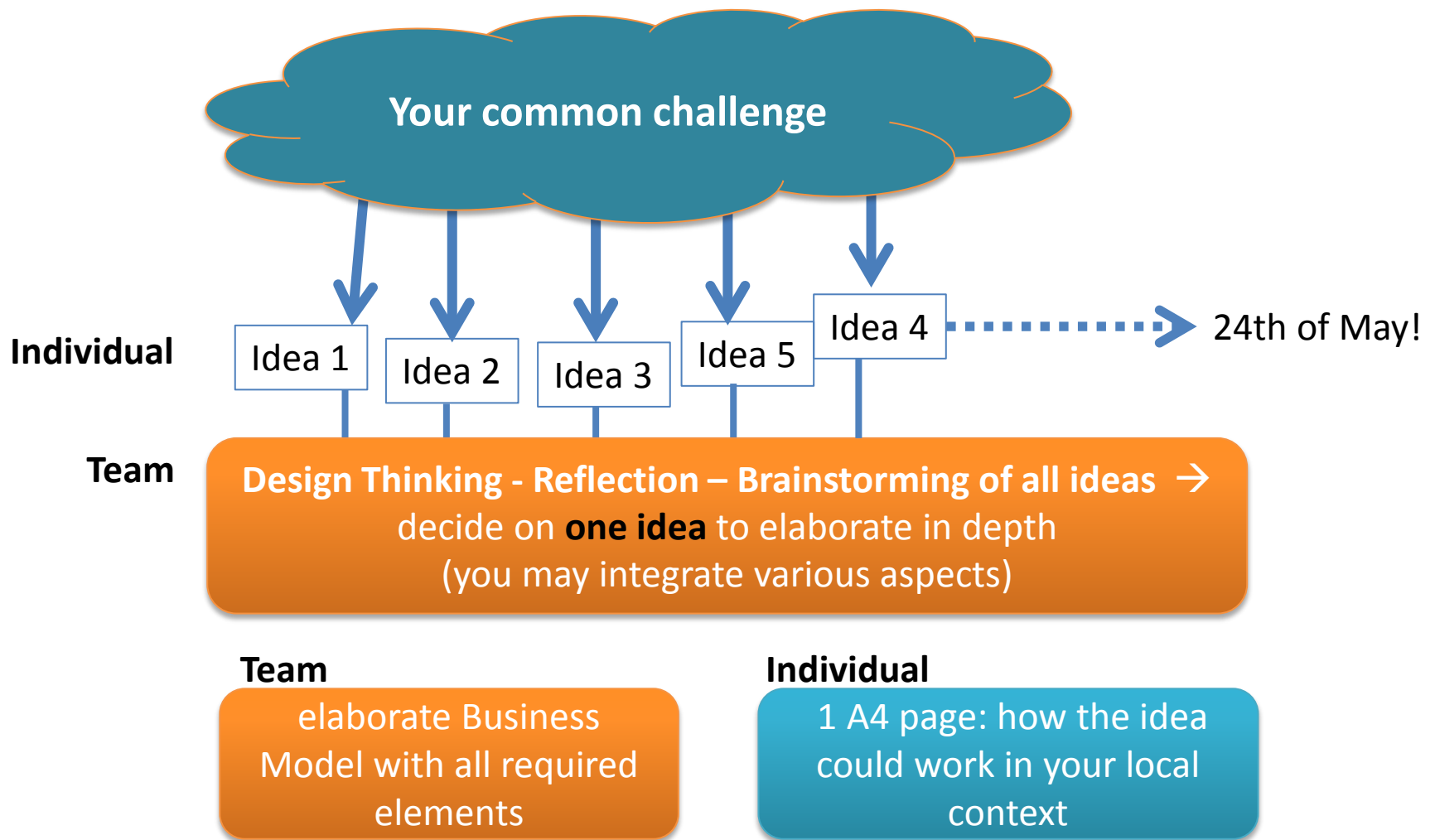
Assignment 2: Field Research

Any questions?



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Assignment 3: Design your business



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Assignment 3: Design your business

Time frame and process:

- **Last week:** a first sentence on your business idea on the wiki
- **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 your **financing model**
- **Until June 14:** Design and describe your **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)

Business plan template can be downloaded:

https://ilias.hfwu.de/goto.php?target=file_15350_download&client_id=hfwu

→ A quick poll on your current situation

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Assignment 3: Design your business

Any questions?



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Next Session: Marketing your Social Enterprise

Tuesday, 7th of June 2016 , 16 00 – 17 30 CET



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Thank you very much for your attention!



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