



Social Entrepreneurship for Local Change

International Online Seminar

Session 11

Tuesday, 25th of April 2017

16 00 – 17 30 CET



Co-funded by the
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Agenda

- Introduction
- **Measuring Social Impact – Questions?** with **Dr. Linda Kleemann**, Heldenrat e.V.
- **Case study: Balu und Du** with **Clara Peron** (Value for Good)
- Your ideas for measuring **your social impact**
- Review and outlook on the **seminar process**

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Your ideas for measuring social impact of your Social Business

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Hochschule für
Wirtschaft und Umwelt
Nürtingen-Geislingen



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Sotsiaalsete
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Christian-Albrechts-Universität zu Kiel



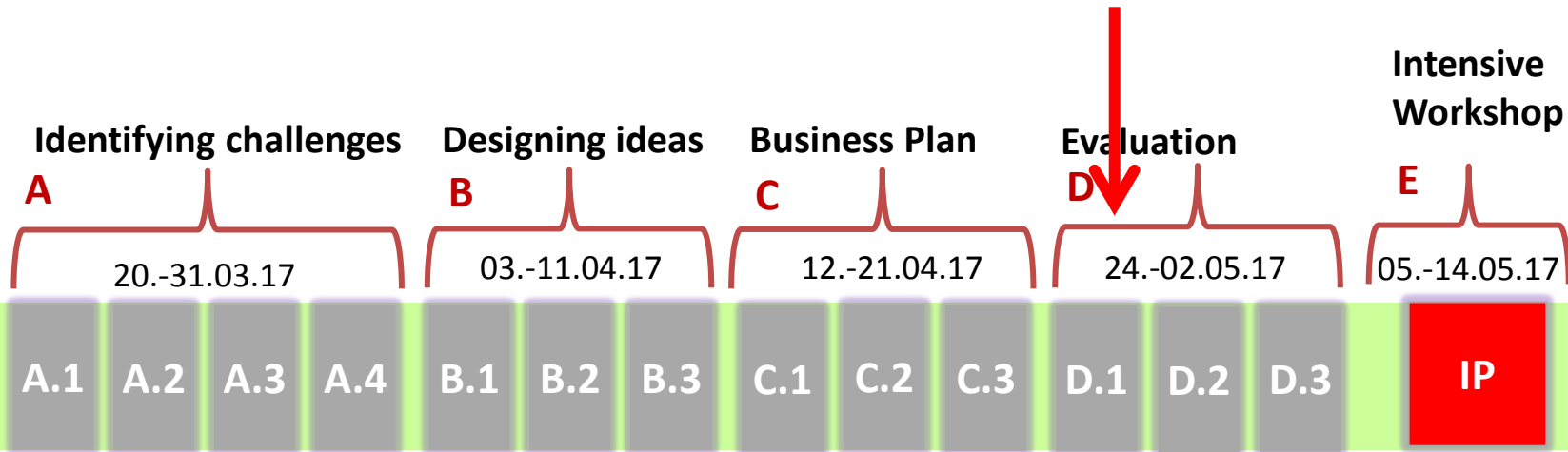
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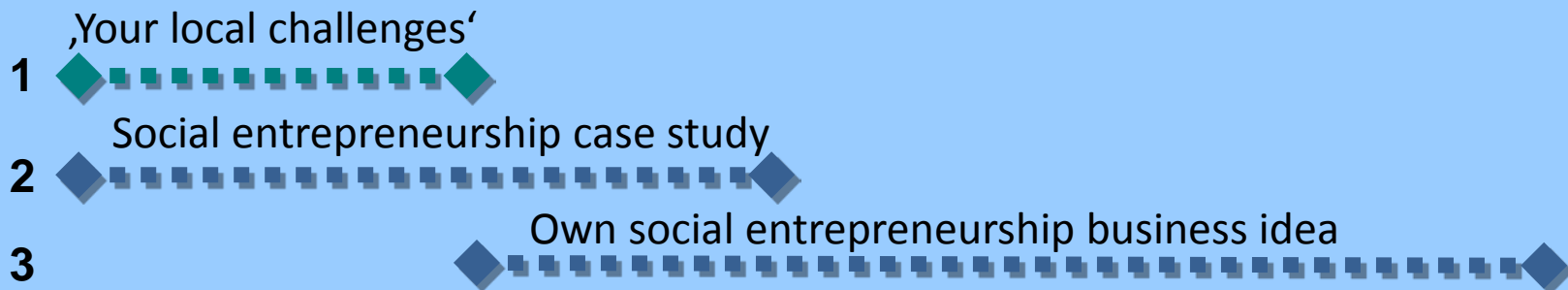
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Seminar process, activities and assignments

We are here



Assignments



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Assignment 2: Field Research

Individual work (one student per case):

- You are asked to individually collect secondary data on a social enterprise in your local area and to summarize the information available by filling out the case study template.
- Write a brief report (ca. 5 pages) in which you summarize the information of your local case. You may concentrate on specific aspects of the case study. Attach supplementary information (e.g. graphical material) if available.
- You need to submit the completed **case study template** and the **brief written report** by **19 May 2017**.
- **We recommend you finish the report soon, especially for the teams departing to Arnhem.**

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Assignment 2: Field research

Any questions?



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Assignment 3: Design your Business

Part One - Group work(Pass/Fail): → *this part will go into your presentation on 2nd of May*

- Executive summary
- Social enterprise mission and goal
- Target market
- Products and services, key activities (value propositions)
- Channels
- Management team and other key resource requirements
- Financial summary

Part Two – Individual work (Graded) → *this part can also link to your individual context*

- Operational and management plan (compulsory)
- Partner and stakeholder network (compulsory)
- Marketing plan (optional, for “very good+” up to “excellent”)
- Financial plan (compulsory)
- Social/ environmental impact (compulsory)

Masters students only:

- Social enterprise: social and ethical values
- Risk management

→ *Report submission deadline is also 19th of May*

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Assignment 3: Design your Business

Business plan template can be downloaded

https://ilias.hfwu.de/goto.php?target=file_17814_download&client_id=hfwu

- You can make it an editable/shared document
- Use the business canvas for visualising all elements of your business plan
- Use the presentation template for May 2
- Participants of the Arnhem workshop will complete this assignment during the IP

Important:

- Group and individual part need to relate to the **same business idea**
- **Teams going to Arnhem** will develop a business idea based on the local challenges there

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Third Presentation – Business Plan

Working Group: x

Group members:

xxx

xxx

xxx

xxx

etc.

Challenge

Social/ environmental/ other challenge: define the real problem/need you're solving, and for whom.

Visualise your challenges with graphics, images, pictograms

Current solutions

Who else is already doing this, and how are they going about it and what are they not getting right or doing wrong?

Target market

Define your market: what business/space you are in

Total market size: Euro size, etc.

Beneficiaries and customers: clearly define exactly who you serve

Macro trends & insights

Visualize your target market with graphics, images, pictograms

Product and services

Solution: product or service benefits, how customers use/value your product or service

Social value proposition: How will you show that you are creating social impact?

Customer value proposition: What do your customers want to get out of this initiative?

Images and visuals are better than lots of text: show don't tell

Team

Highlight key team members and their prior positions, successes, domain expertise

Demonstrate relevant experience

Which roles are the keys to success in your social enterprise?

Operations

Describe the value chain of your business.

Provide a diagram of the workflow, main actors and main inputs and outputs.

How is social value integrated into your operations?

Financing and the revenue model

Financing needs: How much? Where from? What kinds?

Revenue costs: How much will cost your SE to run?

Financial summary and P&L: Break down your revenue sources by %. When do you expect your SE to achieve a surplus? Where do you plan to invest your profits?

Visualize your financing model with graphics, images, pictograms

Marketing

Pricing: How your pricing fits into the larger market?

Promotion: What ways of advertising or promoting will you use for your social enterprise?

Channels: the strategy of communication and distribution used to reach the customers segments.

Visualize your marketing strategy with graphics, images, pictograms

Impact

Social:

Environmental:

Other:

Visualize the impact of your social enterprise with graphics, images,
pictogrammes

Assignment 3: Design your Business

Any questions?



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Upcoming sessions

Tutored Session – We will reflect on the elements of your presentation
Thursday, 27th of April, 16 00 – 17 30 CET

Final Presentation
Tuesday, 2nd of May, 16 00 – 17 30 CET

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Thank you very much for your attention!



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