|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***General Information*** | | ***Founders*** | | | | ***Key Challenges*** | | | |
| *Founding Year*  **2013** | | *Founders’ Demographics*  **John Smith, 29 years**  **Cathrin Miller, 34 years** | | | | *Past Challenges*  **Get funding for social startup** | | | |
| *No. of Founders*  **2** | |
| *No. of Employees*  **1 (part-time)** | | *Founders’ Education & Experiences*  **John Smith, BA Economics, 2 year work experience (as employee) in a start-up project, also founder of SocialBus.org**  **Cathrin Miller, BA Landscape Architecture,**  **5 years work experience in an international company** | | | | *Current Challenges*  **Expand social enterprise across Germany** | | | |
| *No. of Volunteers*  **1** | |
| *Legal Form*  **GmbH (LLC)** | | *Founders’ Motives*  **Increase the number of working class children in higher education** | | | | *Further Information and Remarks*  **2nd prize in startsocial competition in 2014** | | | |
| *References / Online Resources*  [**www.socialenterprise-gmbh.com**](http://www.socialenterprise-gmbh.com) **(Homepage)**  [**www.spiegel.de/0193049.html**](http://www.spiegel.de/0193049.html) **(Press article)** | | | | | | | | | |
| *Key Partners & Stakeholders*  **Schools (directors, guidance counsellors, teachers)**  **City council  (in particular, youth welfare services)**  **Local and online media (e.g. DailyPress)** | | *Key Activities*  **Recruitment, mentoring and supervision of university students (coaches)**  **Communication of social offer to future high-school graduates** | | | *Value Proposition*  **Decrease barriers to study for high-school graduates from working class families**  **Offer a mentor system: informal coaching by university students with similar backgrounds  (role model)** | | | *Competition & Substitutes*  **Private teaching companies**  **Guidance counsellors (at school)**  **Arbeiterkind.de** | | *Beneficiaries*  **High-school graduates with working class backgrounds**  Customers:  **Local companies (sponsors)**  **Local students / residents (branded products)** |
| *Key Resources*  **University students (coaches)**  **Employees + volunteers (communication, administration)** | | | *Channels*  **School / teachers**  **Sports clubs** | |
| *Cost Structure*  **70% Salaries (employees and student coaches)**  **15% Administration**  **10% Marketing / communication costs**  **5% Other costs** | | | | | | *Revenues*  **60% Donations**  **20% Government grants**  **20% Sale of company-branded products (t-shirts, cups etc.)** | | | | |
| *Vision:* **An equal number of working class and non-working class children are enrolled at the universities in Germany by 2025**  *Mission:* **Decrease social background barriers with respect to higher education** | | | | *Social Impact*  **Coaching of ca. 2,000 future high-school graduates (2013-2015)**  **50% of coached high-school graduates enrolled at university** | | | | | *Scalability*  **Expand concept to other regions in Germany, e.g. in terms of social franchising (to be defined)** | |