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| ***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)** |