

Introduction

This two-day training course will equip you to conceptualise and plan your social enterprise.

You will learn tools to help you define your vision and mission, to understand your customer and to develop a product or service that they will buy and that will achieve your social mission.

You will also learn how to plan a budget, develop a marketing policy and measure your impact. Along the way, you will have the opportunity to work with other social entrepreneurs, learn how to tackle challenges to your enterprise, and develop strong and lasting partnerships.

Agenda

Day One, March 29, 2017

- 10:00 Introduction and Ice Breaker
Social Enterprise Ideas Round-Up : do we know about what we want to do?
- 11:00 Coffee Break
- 11:20 Introduction to Business Canvas Model
Vision and Mission – how to define what you want to change and how
Who is your Customer – who benefits and who pays?
- 13:15 Lunch Break
- 14:00 Focus on customer – Pains and Gains
Finding out what they need, why they need it, can you supply it?
Finding out what they think, what they think they want, who they want it from
Designing Pain Relievers
Minimum Viable Product
- 16:00 Review and Close of first day

Day Two, March 30, 2017

- 10:00 Recap of First Day – quick questions
What do you need to start (Resources)
How do you know if you are getting it right?
- 11:00 Coffee Break
- 11:20 Finance – how to develop a budget
Marketing your social enterprise – and social media
- 13:15 Lunch Break
- 14:00 Creating your Business Plan
- 16:00 Close of training course

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