

SuNSE

Support Network for Social Entrepreneur

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INTRODUCTION

This workbook forms part of your journey. It connects to the SuNSE metro map; Follow the PINK activity line. The mini activities are fun and help you to develop your idea.

Print this workbook on paper. If you complete all the workbook activities, you will be well on track to create your social enterprise dream. You can complete the activities as a single user, or with a partner, supported by your hub-supervisor.

You will access video clips on the SuNSE metro map simply by scanning the QR code with your phone. These videos each explain an important enterprise theme. It is also possible to first do the activity in the workbook and then watch the supporting videos, but it is better to watch the short videos first. By following the lines of the metro map, you arrive at each theme's destination, just as you would traveling somewhere.

On the last page you will find the SUNSE SOCIAL BUSINESS MODEL CANVAS. When you have completed all the activities, you will be able to fill in the canvas. With this social business model canvas you are ready to go on your real business-trip. Enjoy!

I1 IDENTITY



How to become a social entrepreneur? First you need to find out a few things for yourself.

ACTIVITY

Complete the sentences based on your own opinion or perspective.

My passion is _____

The basic needs that are missing are _____

How can I solve that? _____

The opportunities that I see are _____

If you want to watch a
supportive instruction
video, scan this qr code!



C1 CREATIVITY ○

Draw your idea in a **storyline**. It is a kind of customer journey. This activity will give you a clear and practical view of your idea and what the added value can be. For example, start in **Box 1**: What is the problem and what is needed to help solve this? **Box 2**: What is your basic idea / solution? **Box 3**: When and where will a user be able to access your idea? **Box 4**: What else might be needed? **Box 5**: How will this make a positive difference? **Box 6**: Did it work / make a difference?

ACTIVITY

Draw your idea in six steps.

1: Problem identification	2: Your concept / idea	3: Accessibility?
4: Other help / support?	5: What are the benefits?	6: Did it help?



C2 CREATIVITY ○

ACTIVITY

Formulate your idea. Use your storyline and convert it into words.

B1 BENEFITS ○

By researching the benefits you learn to discover what impact you make. You will also understand who your target audience is, or who your users will be. Perform the following activity based on your idea.

ACTIVITY

Draw your target group user and name them.



What will be the impact or you idea for them?

What is so special / different about your idea?



Set yourself clear goals: A goal is a longer term ambition: To successfully turn your idea into a reality, you need to use your knowledge, drive, imagination and motivation to create a clear and functional operational business structure. Before you jump to solutions, you need to identify clear goals. These should be both personal and business oriented, as the combination of these is what will make this work.

ACTIVITY

Personal Goals	Business Goals
1.To develop my business skills and knowledge	1.To set up my social enterprise (SE)
2.To do something useful for my community	2.To be able to grow my SE
3.To build a network of helpers and contacts	3.To build a sustainable business model for my SE

Personal Goals	Business Goals
1.	1.
2.	2.
3.	3.



It's important to test your idea's. But what do you need to find out? By making an overview you can investigate how to establish this: Looking at your table at D1.

ACTIVITY

2. Complete a grid similar to this one, which maps the steps you want to make to achieve your goals and test your idea.

Personal:		Business:	
1.		1.	
Who:		Who:	
What:		What:	
Where:		Where:	
When:		When:	
Why:		Why:	
2.		2.	
Who:		Who:	
What:		What:	
Where:		Where:	
When:		When:	
Why:		Why:	
3.		3.	
Who:		Who:	
What:		What:	
Where:		Where:	
When:		When:	
Why:		Why:	



Write your Social Value Proposition.

Why will they need it? How will you help them? What will they get?

ACTIVITY

In 150 words, describe how you will select your primary target user-group and what social value your idea will bring to them.





It's time for some marketing. Complete the following grids.
Add key words that link your idea to the P words.

ACTIVITY

Product	What?
Price	How much?
Place	Where available?
Promotion	Communication channels
Process	How?
Physical Resources	Premises / Equipment / websites / social media platforms
People	Who delivers?
Personalisation	Bespoke / tailored product or service
Participation	Feedback from users and helpers
Perception	How you are seen by others



KEY BRAND VALUES – Reach your target audience.

1 word per row (you don't need to use all 8 rows). These are important, as they are the words you will build your brand and image around and base your messages on.

ACTIVITY

Example	YOUR key branding values
1: <i>Trusted</i>	1:
2: <i>Accessible</i>	2:
3: <i>Flexible</i>	3:
4: <i>Helpful</i>	4:
5: <i>Friendly</i>	5:
6:	6:
7:	7:
8:	8:

Needs gap analysis

Filling in this scheme will help you identify what kind of help you would need. This could include your skills, knowledge, behaviors and attitudes. Be honest and forward looking.

ACTIVITY

	Tasks / activities	My strengths	My weaknesses	Skills / help needed	Knowledge / help needed	How long / often?
1	Legal Setup	none	no knowledge	Legal skills	Legal options	Once
2						
3						
4						
5						
6						



Needs gap analysis

Filling in this grid will help you to identify what kind of help you would need and where possibly to get it.

ACTIVITY

	Expertise I need:	Who do I know that might help?	Who do they recommend?	Where are they? Network place?
1	E.g. legal	Old colleague	ABC solicitors	Chamber of Commerce
2				
3				
4				
5				
6				



Prepare a resource checklist.

Filling in this checklist helps you identify what resources you need and what you already have. You might not need all the rows!

ACTIVITY

	I need	It should have these characteristics:	The person/source who might be able to provide this is:	Is it a physical (P) or Virtual (V) resource?
1	Laptop	Light weight	Wireless internet	P
....				
....				
....				
....				
....				



Planning your income and expenditure

Fill in the following table to start to map out what money will come in, where in comes from and how much. And then the same for costs. Remember, some costs will be fixed and others variable.

ACTIVITY

Complete the grids as best you can. This is only indicative at this stage.

INCOME	SOURCE	£/€/£	Comments
1			
2			
3			
4			
5			
6			
TOTAL			

COSTS	NAME	£/€/£	Comments
1			
2			
3			
4			
5			
6			
TOTAL			

PROFITS Total income- Total costs	
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T2. SOCIAL BUSINESS MODEL CANVAS



Create Your Social Enterprise Model.

Try to complete the SuNSE Social Canvas. Use the work that you have done. Sticky notes are nice to use!

IDENTITY <i>How to: become a social entrepreneur</i>	CREATIVITY <i>How to: get your basic idea?</i>	BENEFITS <i>How to: identify the benefits</i>	DISCOVERY <i>How to: find out (more)</i>
VALUE <i>How to: create value</i>	MARKETING <i>How to: communicate your business</i>	SUPPORT <i>How to: know what you need</i>	RESOURCES <i>How to: list what you need</i>
TERMINUS			
<p>Message terminus: “We now reach our first destination, we now need to use this info to develop our plan in much greater detail. You mapped out your plan. It’s time to visit your local hub to transfer to the second part of the journey. Scan the qr code to find your local hub partners.”</p>			