

SOCIAL ENTREPRENEURSHIP IDEA CHALLENGE

Feb. 3, 2015

Team Discussions

Proposed Name of Social Enterprise:

1.IDEA –Innovativeness and Likely Impact:

- a. What is the societal need that your idea is filling? E.g. What social/environmental/economic problem are you solving? What do you expect will be the social impact of your idea?
- b. What is unique about your idea? E.g., how is it meeting a need that others are not or meeting it in a new way?

2.STARTING UP –Resources and Organization

- a. How will you get enough resources (money, supplies, equipment) to start your venture?
- b. How will you attract others to work in this enterprise with you? How will you organize them to operate effectively?
- c. How will you attract clients or customers to use your products/services? E.g., What is your plan for promotion, marketing and sales?

3.KEEPING IT GOING –Sustainability and Growth

- a. How will you sustain the enterprise financially? What is your “business model” for generating a financial surplus beyond your operating costs? Who will pay for your products/services?
- b. How will you grow the enterprise over the years?