

# Business Plan

Changepreneur's Name: \_\_\_\_\_

Purpose :

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Goal:

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Your Role:

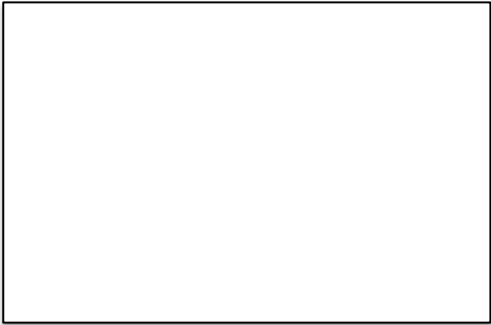
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Logo:



# Research

What's the problem?

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Your Stakeholders and their strengths?

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Impact of the business?

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Challenges?

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Learnings

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# Worker Bee



Product Description:



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Types of Products:

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

Steps involved in making the product:

## Market Research

Process of doing Market Research

Identify Customer Base

Friends \_\_\_\_\_

Family \_\_\_\_\_

Others \_\_\_\_\_

## Methods of Collecting feedback

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Observations \_\_\_\_\_

Surveys \_\_\_\_\_

Focus Group Discussions

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Other \_\_\_\_\_

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Results:

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Where's the Dinero??



Expense List:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Grant:

Loans:

Investors:

Income from Sale:

## Income and Expenditure Table

I N C O M E	\$	EXPENDITURE	\$
TOTAL		TOTAL	

PROFIT= INCOME- EXPENDITURE

LOSS = EXPENDITURE- INCOME

## Pricing Products



Pricing Strategy usually takes into consideration:

- Expenditure incurred and profit goal
- Prices offered by competitors
- Estimated profit

Goal/# products will give us the average price of each product.

Goal= # products=

Average price=  $\text{Goal}/\#\text{Products}=\text{}$

Then we can categorize them by size

Type of Product	# of Product	Price of Each	Total Price
Small			
Medium			
Large			
Total			

## Pricing Promotions



List your pricing strategies:



## Getting the Word Out

Who should the business ask people to buy their product	How should you ask them?

## Marketing Action Plan Steps

Steps	By Whom	By When
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

# Marketing Action Plan

What help you need?

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Who you will ask?

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What is your Marketing Pitch?



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# Sale Day



Sale Day Venue:

Date and Time:

How will everyone get there?

List of things required to set up stall and how will we get them?

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Who will be in charge of the cash?

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Who will be in charge of the table?

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Who will be in charge of the shifts?

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# Investment Plan



What is a Social Cause?

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List Social Causes?

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Why you picked this one?

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How did you research your causes?

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# Hearty Highlights

I am proud of \_\_\_\_\_

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It feels \_\_\_\_\_

to have accomplished \_\_\_\_\_

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I learned \_\_\_\_\_

about myself

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# Resources



- Ashoka Youth ventures: <http://www.genv.net/>

- Piggybckr <http://www.piggybackr.com/>

- Unreasonable Institute: <http://unreasonableinstitute.org/>

- Echoing Green: <http://www.echoinggreen.org/>

- Young Social Entrepreneurs Institute: <http://www.ysei.org/>

- Global Do Gooders <http://www.globaldogooders.org/>

- B!e Fund India <http://www.befundindia.com/>

- My Ventures [www.my-ventures.org](http://www.my-ventures.org)

- [deeksha@my-ventures.org](mailto:deeksha@my-ventures.org)

- BizWorld Foundation <http://www.bizworld.org/>

- Network for Teaching Entrepreneurship <http://www.nfte.com/>

- All Terrain Brain <http://www.allterrainbrain.org/>





# Analyzing a Social Enterprise

## **Part 1: About the Problem Situation**

- Identify the problem situation
- Can you think about why this problem situation exists?
- What might be the contributing factors?

## **Part 2: About the Social Entrepreneur**

- What is this person's (the social entrepreneur's) connection to this area?
- Why did they get involved?

## **Part 3: About the Social Enterprise**

- What did they do? Can you describe their model?
- How will that impact the community?
- Do you think this is sustainable? Can last for a long time?
- What do you think are the strengths of this model?
- What do you think are the challenges with this model?
- What are your top three takeaways?

# Building your own a Social Enterprise

## HOW TO PLAN A SOCIAL VENTURE

Part 1: What's your cause?

Identify the problem situation.

Who are the stakeholders?

What is the incentive of each stakeholder in this problem to fix the situation?

Convert this problem into an opportunity for one or more stakeholders.

Part 2: How to make it an opportunity?

Use the strengths of the community to solve the problem.

What is the impact to the community if they solve this problem?

How can they participate to make this opportunity successful?

How can we get buy-in from the stakeholders to solve this problem?

Part 3: Visioning your social enterprise

Identify Vision Statement

What is the vision of the venture that you are setting up?

Short term vision

Long term vision

Part 4: Taking Action

5 - Step process to creating a social business.

**Product:** Identify the strengths of the stakeholder group to creatively design a product.  
Draw your prototype

**Build A Team**

Identify the personality traits that you want in your team members.

Identify the skill sets that you want in your team members.

**Customer Base**

Friends and family

Mentors and support group

Larger community

**Funds**

Friends and family

Small businesses and community

Grants (dosomething.org)

**Resources**

Mentors and Sponsors

Support Network