

Module 2 Your Idea

Introduction to Lesson 1

This first lesson of Module 2 is about the social business idea development. To identify, assess, scope and develop a social business idea the trainee will answer the questions about the product or service, social impact, needs, market demand, competition and potential risks. Find them and learn more in Lesson1.

Lesson contents

- What Makes Our Social Idea Good?
- Viability of a Business Idea/How It Works
 - Opportunity
 - Market demand
 - Competition and Clients
 - Risks

Introduction to Lesson 2

Lesson 2 of Module 2 acknowledges the entrepreneurial characteristics as a key factor for the success of the business initiative and proposes a self-assessment framework to help the entrepreneur. It observes the team and partnership opportunities as well. Finally it shows how to make an initial financial assessment and get prepared for turning the idea into business.

Lesson contents

- Entrepreneurial Characteristics
- Self-assessment
- Team
- Partnership
- Initial Financial Assessment
- Signposting for further learning and support