

Module 2

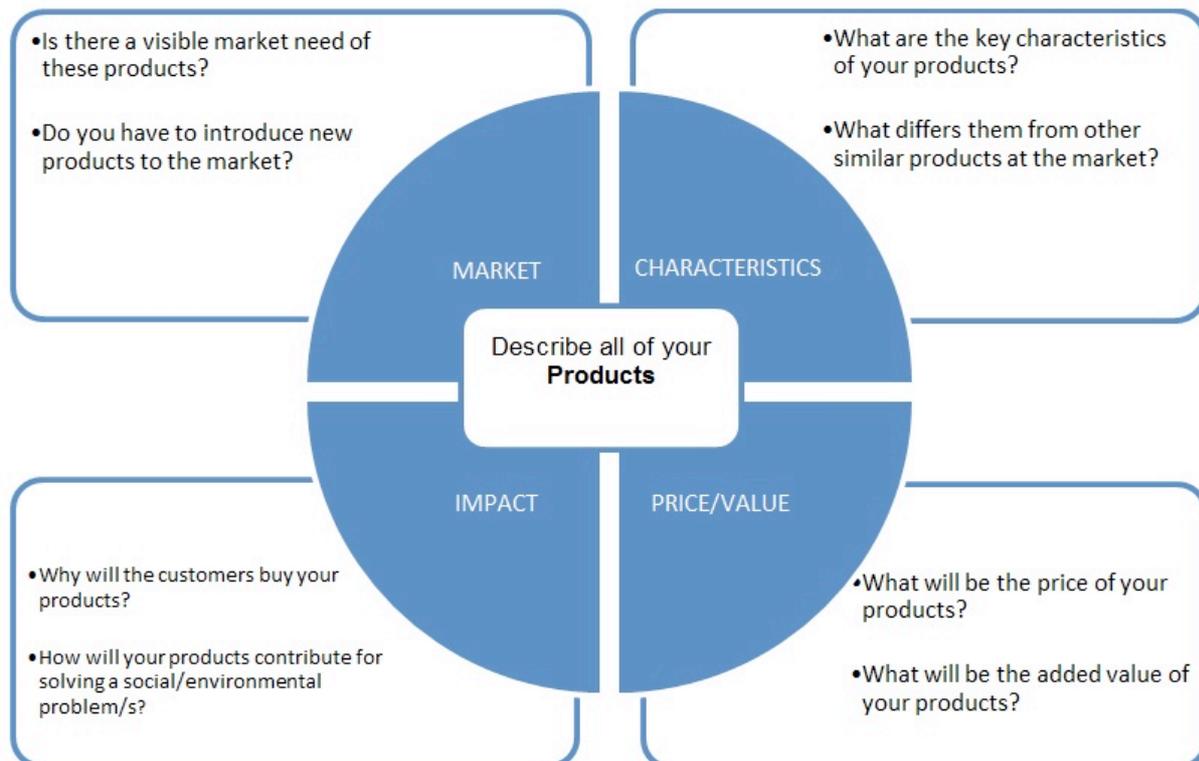
Your Idea

Exercises from Lesson 1

1st Phase: Describe your social business idea

What is your idea about? Can you describe it in less than 10 sentences clearly detailing the understand of what the product/service is, what social problems are resolved or potential uses for your idea, who are the customers, why will they buy the product and how much will they pay, who the competitors are and what aspects of your idea are better than theirs?

Describe your products using the following scheme:



2nd Phase: Field work and research

1. Go out and tell your idea to 5 friends/people from the community. Do they understand what you want to do? Do they clearly understand the mission of your idea? Do they give their opinion, comments, advises? Learn from the community - could your idea be influenced/changed by what you have heard?

2. Find 2 working businesses more or less similar to your idea. Think about
 - What makes your idea stand out from these businesses?
 - What brings your idea to people better?

3rd Phase: Analysis of your idea

1. Now make a conclusion how much better is your idea and what positive impacts does it have?
2. What is the long-term change you see as your goal?
3. Does your idea need improvement in order to be more sustainable?

These exercises will help you to clear out your idea. As the deeper you dive into your “idea” ocean, the better and confident you will swim in it. Try to invest as much as time as possible and efforts to develop your idea. Involving others in this process will give you a chance for rationality, overcoming big mistakes; create a “lobby” of your idea, and a team to realise it. Keep in mind that the social enterprise needs to be transparent to the people (customers, beneficiaries, competitors and community), so communicating your idea from the very beginning will be a good start to showcase your business. Don’t hesitate to use all possibilities to not only inform, but to research and attract people - social media, community centres, events, informal contacts, companies, organisations and authorities, etc.

Be creative!

Be inspirational!

At the end of this exercise you should have an answer to the question “Is this idea good and will it work?” Don’t get discouraged if it is negative, just try to adjust the idea, or even change it totally. Sometimes the entrepreneur starts from one, and ends with completely different idea.