

# Your Idea

## Module 2

### Lesson 2



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Starting Up Young Social  
Entrepreneurship

## 2.1. Entrepreneurial Characteristics

- Identifying opportunities
- Risk taking
- Creative
- Innovator
- Leader
- Persistent
- Energetic
- Strong need of achievements/ power
- Analysing data, facts, situations



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## 2.2. Self-assessment

- Motivation to become a social entrepreneur
- Dedication to work with a cause
- Risk taking
- Decision making
- Initiative
- Capability to balance between family culture and business
- Adaptation to market demand
- Persistence and capability to deal with crisis



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## 2.3.Team

- Who runs the business/ leadership skills
- Entrepreneur personality
- Management skills
- Technical/specific knowledge
- Advisor/mentor if necessary

People invest in people!!



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# Partnership

- Some social business ideas, establishing a partnership is crucial, allowing and supporting greater social impact could be reached
- The partnership could bring support in developing the business idea, marketing, reaching the customers and financing. Often a trusted and well known social enterprises make the best partner when applying for funding

# 3. Initial Financial Assessment

- When the revenue will become equal to the costs
- What revenue we expect
- What costs
- Financial resources
  - Learn more in Module 5



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# Signposting to further learning and support



More about developing a business plan – e.g. product development, marketing and financial analysis - in Module 5



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