

**Module 5****ExtraLife: Business Plan Development, Business Model Canvass, Strategic forms****Exercises from Lesson 2**

1) You need to create the Team for your social enterprise. Which kind of staff do you need involved?

Please describe and remember it would be crucial to involve a business member who supports your mission and believes in it.

2) Please fill in the SWOT Analysis form based on your social business idea. It is useful tool to analyse your business and to understand if it makes sense to enter in to the market by analysing internal weaknesses and strengths as well as external opportunities and external market threats.

STRENGTHS (internal)	WEAKNESSES (internal)
OPPORTUNITIES (external)	THREATS (external)

3) What should we consider when drafting the Economic and Financial Plan?	
Investments needed to start-up; Sales targets; Start-up management costs	T
The result of the detailed market/price analysis	P T
Only revenues	F

4) What best describes "Investments"?	
"External" funding as well as the "Internal" funding needed to starting up	T
Public/European funding needed to starting up	P T
revenues needed to starting up	F

5) What is "Cash Flow"?	
costs actually paid and the revenues actually paid by the customers.	T
Revenues	P T