

## Start A Social Enterprise Programme 2016

### WHO

The training course is open to individuals and groups interested in establishing a Social Enterprise\* or those currently at the early start up stage.

\* Social enterprises are **profit seeking, trading** organisations that have a **social mission** and measured and positive **social impact**.

### WHEN

Every Tuesday from 2<sup>nd</sup> February to 22<sup>nd</sup> March – Eight mornings from 9.30 AM to 1.00 PM.

### WHERE

SCCUL Enterprise Centre, Ballybane, Galway City.

### 8 WORKSHOP TOPICS

The eight group workshops will be of three hours duration. Start time 9.30AM with peer networking with official kick-off at 10AM. Sharing of experiences in all aspects of social business will be an important feature of this programme.

#### WS1. Developing your Social Enterprise Idea – 2<sup>nd</sup> February

The first workshop will address how to use Market Research to test the social enterprise concept. Business concepts to be sustainable must firstly solve a problem for a distinct group of customers and identify a gap in the market. Primary market research – going out to talk to people and experts in the target market – is a vital first step in developing your Social Enterprise Idea. **The key output for each participant will be to develop a plan of action to talk to potential customers.**

### 8 Steps to Build your Social Enterprise

social enterprises are **profit seeking, trading** organisations that have a **social mission** and measured and positive **social impact**.



#### AIM

*The aim of the Start A Social Enterprise Programme 2016 is to provide information and guidance to participants on how to build a social enterprise by reference to the 8 Step Model illustrated here. Each participant will be assisted within a business planning context to develop their concept if they decide to progress with the business.*

START A SOCIAL ENTERPRISE PROGRAMME 2016

## WS2. Business Planning – 9<sup>th</sup> February

The business model canvas is a fantastic tool for undertaking business planning – vital for all businesses. This workshop will outline the 9 building blocks that make up the Business Model Canvas<sup>1</sup> - allows on one page to describe how your business makes money. The workshop will address each block within the context of Social Enterprise referencing examples of social enterprises in Ireland. The One Page Business Model Canvas is a key output of the Programme and will be used in discussions with your Bizmentor. **The key output for each participant is to clarify their Unique Value Proposition – why will customers (could be different from end user) buy from their business and not the competition.**

## WS3. Defining Social Benefits /Outcomes – 16<sup>th</sup> February

The session will focus on identifying the social benefits of the enterprise and how these can be articulated for those directly involved, the community at large and for funders. It will look at Social Audits and how these can be used to set targets and demonstrate the benefits of the service/enterprise to the community and or individuals. **The key output will be for each participant to develop a methodology for setting social targets and reporting on outcomes**

## WS4. Governance /Legal Structures + Funding – 23<sup>rd</sup> February

Social enterprises use the power of business to bring about social and environmental change. But In Ireland, social enterprise is not a Legal term but an approach. Business regulations and compliance and options in relation to legal structures will be discussed in this workshop. Financial support will also be addressed. **The key output will be for each participant to develop a Tailored Startup Checklist for your Social Enterprise.**

## WS5. Marketing Design including Branding, Social Media + Website Strategy – 1<sup>st</sup> March

There are two marketing workshops. The first will address how to organize your marketing prior to launch. It will address branding, PR, social media\*\* and how to work with 3<sup>rd</sup> parties to develop an effective website – from a social enterprise perspective.

\*\* Social Media will be addressed briefly in this programme - a separate series of free Social media workshops will take place in early 2016 in SCCUL Enterprise Centre.

**The key output will be for each participant to develop a summary plan for securing early reference customers.**

<sup>1</sup> <http://www.businessmodelgeneration.com/canvas/bmc>

## WS6. Small Business Marketing – 8<sup>th</sup> March

The second marketing workshop will focus on cost effective options to promote your Social Enterprise after launch. It will address tactics such as: Networking, Referrals, Customer Service and Direct Sales and Pricing. **The key output will be for each participant to develop a One Plan Sales & Marketing Plan<sup>2</sup> for their business – with a budget for implementation.**

## WS7. Accounts, Costs & Pricing – 15<sup>th</sup> March

The seventh workshop will address how a small business should manage its accountancy system and exercise financial control. The workshop will outline a best practice system for managing accounts and record keeping. Good understanding and control of the financials of a business is critical for decision making on the future of the business. **The key output will be for each participant to develop a plan to manage its accounts to include selecting an Accountant to work with.**

## WS8. Business Proposition Pitch – 22<sup>nd</sup> March

The Start a Social Enterprise Programme will culminate with participants ‘pitching’ their business to their Peer Network, across the following headings (tailored to the situation of the business):

- Team
- Problem/ Social Need addressed
- Target Market – early customers (End Users & Finance Providers)
- The solution
- Financials : Pricing, initial funding and breakeven
- Action Plan
- Followed by brief Q&A

Other headings such as Competition can be addressed if appropriate. Please note that this ‘Pitch’ is optional – some participants may be attending to gain information and knowledge.

## TRAINING FACILITATORS

Independent, recognised business experts selected by SCCUL Enterprise Centre will deliver this programme:

- Donncha Hughes, Startup Business Advisor  
Specialises in working with early stage businesses on market research, business model development, strategy and funding. He has a strong interest in lean startup methodology and has mentored several founders of Social Enterprise businesses<sup>3</sup>.

<sup>2</sup> See blogpost by Donncha Hughes <http://www.startuphughes.com/blog/one-page-marketing/>

<sup>3</sup> See slideshare <http://www.slideshare.net/donnchahughes/what-is-social-enterprise-an-irish-perspective>

- Margaret Leahy, Social Enterprise Development Officer Galway City Partnership Utilising over 20 years' experience in the Community & Voluntary sector, Margaret provides a variety of supports to social enterprise in Galway City. She has previously worked managing community organisations and as a support officer with a public funding agency and was awarded one of 10 inaugural Arthur Guinness Social Entrepreneurs Awards in 2010 for her proposal to develop a social enterprise community garden.
- Seán Ó Muircheartaigh, Gael Consulting  
[Gael Consulting](#) provide advice, training and support to Start-Up businesses and SMEs, with a particular focus on management efficiencies which enable development and growth.
- Greg Osborne, We Can Imagine  
Is a Branding and Graphic Design professional who works with business on brand identity, service design and other elements of visual design to include packaging and online communication. For more see: [wecanimagine.ie](http://wecanimagine.ie)

## GUEST SPEAKERS

Guest speakers from the Social Enterprise Ecosystem\* to include business owners will be invited to address the programme, schedule permitting:

- Winners of Social Enterprise Category of SCCUL Enterprise Awards – 3 founders will be invited to speak for 20-30 minutes on the Business side of their Social Enterprise. Dates to be agreed.
- Sara Dennehy, Impact Associate, Social Entrepreneurs Ireland
- Breda Fox, CEO, LEO Galway.

\* Clann Credo spoke at our Information Session in December 2015.

## BIZMENTOR SUPPORT

[BizMentors](#) is an initiative of SCCUL Enterprises. Using a panel of experienced business mentors who provide their time at no charge, Bizmentors will assign each Social Enterprise Programme participant a mentor to assist with business planning.

A Bizmentor assignment is three separate sessions of approximately one hour duration held over the space of several weeks. The role of the BizMentor is to discuss key development issues with the Mentee. An induction session for Mentees to the BizMentors programme will take place on Friday 5<sup>th</sup> February at 12 Noon in SCCUL Enterprise Centre, Ballybane.

## FURTHER INFORMATION

Margaret Leahy, Social Enterprise Development Officer, Galway City Partnership [margaret@gcp.ie](mailto:margaret@gcp.ie) 091 773466. There is no charge for the course which is funded under SICAP with support from SCCUL Enterprise LTD.