

## The Business Development Programme

Our Business Development Programme is specifically designed for startup businesses that aim to make a profit and reinvest the profit back into the community for social good. The programme is delivered through interactive workshops so that we can share our knowledge and experience with you at the same time as helping you to build your business plan.

The Business Development Programme includes 8 x 2-hour workshops to help develop your Social Enterprise Business Plan plus 8 days of admin/research time to produce the business plan, social value forecast and income generation strategy. The programme has been designed to underpin large funding applications, commissioning, and social investment opportunities.

### **What you get:**

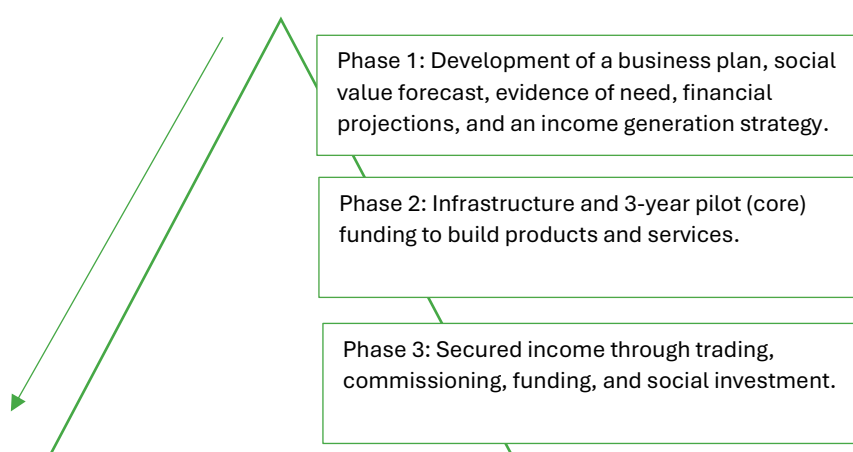
- Mission, vision, and guiding principles
- Aims and objectives.
- Evidence of need – market analysis
- SWOT analysis
- Social Value Forecast
- Operational considerations: products and services, people, premises, processes, promotion, pricing, placement – resources required for growth.
- Financial projections
- Income generation strategy
- Production of a Social Value Forecast
- Matched funding search
- Completion of core funding bids.

***The total cost of the Business Development Programme is £6,000***

## The Profit for Purpose Sustainability Model

We have been working with funding providers for the last 20 years, helping clients to secure funding to build their business strategies and access further core funding and other methods of income generation. This approach ensures that the development and growth of the social enterprise is planned, resources secured, and sustainable development is core to its mission.

Our support spans over three phases of development:



*The Profit For Purpose Sustainability Model*

### Pre-Start Up

We work with our clients to develop their business model, decide on an appropriate legal structure, complete the incorporation process and develop their funding proposal for development work.

### Phase 1 – Development Support

Once funding has been secured, we then work with them through our Business Development Programme, providing a series of 8 interactive workshops that support the client to develop their Social Enterprise Business Plan, Social Value Forecast, Evidence of Need, Financial Projections and an Income Generation Strategy. We identify suitable funders who will provide core funding for the client to develop and deliver their products and services and generate income through trading, commissioning and social investment.

### Phase 2 – Income Generation Support

In the first year we ask for funding to cover 100% of costs, in year 2, 60% of costs and in year 3, 30% of costs - at the end of the 3-year funding the organisation should achieve full cost recovery of the organisations costs and be starting to make a profit. Over the period of this phased development, we work with the client to develop sustainable methods of income generation so that services can be provided at a low cost to the people who need it the most.

The cost of our support is built into the core funding application so that we can provide longer term support to our client which includes Training, Coaching, Social Accountancy support and Business Development support.

### Phase 3 – Scale and Growth Support

Many of our clients want to scale and grow their products and services once they have developed a sustainable model of operation, this can include growth via a Social Franchise model, trading in other geographical areas, developing new markets or R & D/Innovation projects. In these cases, our clients are able to pay for our services direct with a view to adopting the Income Generation Matrix below:

<u>Trading</u> Products and services sold direct to other businesses (B2B) or consumers (B2C) – net profit levels are expected at a minimum of 40%.	<u>Commissioning</u> Service delivery through public sector commissioning, social prescribing and independent budgets. Freedom to achieve large levels of profit are restricted.
<u>Funding</u> Seed funding to develop and test new products and services. Infrastructure funding to support growth. Project funding. R & D Innovation funding.	<u>Social Investment</u> Through Social Impact Bonds and Corporate Partnerships. Crowdfunding. Alternative Giving

*The Profit for Purpose Income Generation Matrix*

### Profit Redistribution

We are proud to be one of the founders of the FairShares profit redistributed model (developed by Nicola Dickins and Dr Rory Ridley Duff at Sheffield Hallam University - <https://www.fairshares.coop>)

For a Community Interest Company, it provides a model for the redistribution of profits in the following way:

<u>Founder Shares</u> 25% of profits are distributed to the founders of the organisation, these may be funds made available to pay Directors.	<u>Labour Shares</u> 25% of profits are distributed back to staff.
<u>Investor Shares</u> 25% of profits are paid back to investors.	<u>Community Shares</u> 25% of profits are given to the communities in which we work to provide community benefit projects.

*The Profit for Purpose Fairshares Model*