

The Social Enterprise Awareness Programme

Overview

The aim of the programme is to help develop and prepare prospective social enterprise organisations to move from the earliest stages of development and transform their ideas into viable products and services. The programme covers:

- Social Business Model Canvas
- Creating a Value Proposition (Market Analysis)
- Stakeholder Mapping and Engagement
- Governance and Legal Structures
- Accounting for Social Value
- Resources required and Financial Projections
- Developing an Income Generation Strategy

The Programme

The delivery of workshops and development sessions to support a cohort (up to 6) prospective Social Entrepreneurs to move from idea stage through to a business plan for a minimal viable product or service. The programme can be delivered over 8 weeks at one day a week and is currently delivered in person or on-line through facilitated workshops.

Workshop (2.5 hours)	Group development sessions (2.5 hours)	Total
Value and Values in Business Today	Completion of Social Business Canvas – provides an outline	1 Day
Stakeholder Mapping and value proposition	Stakeholder mapping and developing a value proposition, understanding the market, and evidencing need.	1 Day
Legal Structures for Social Enterprise	Developing a governance structure	1 Day
Social value and social accounting	Theory of Change mapping – model of operation	1 Day
Development session (5 hours): Defining products and services, pricing and packaging, processes required, people required, premises, placement, and promotion (routes to market).		1 Day
Development session (5 hours): Developing an Action Plan, identifying resources required, financial projections.		1 Day
Income Generation for Social Enterprise	Developing an income generation strategy	1 Day
One to one session	Final one to one session of two hours each to finalise the business model.	2 days

The cost of this programme is £5,400 – or £900 per person.