

PROJECT RESULT 2:

E-learning toolkit for green and social entrepreneurship

Module 2

Creation of a Social Business Plan/guidelines of an online plan presentation

Developed by

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**Module 2: Creation of a Social Business Plan/guidelines of an online plan presentation**

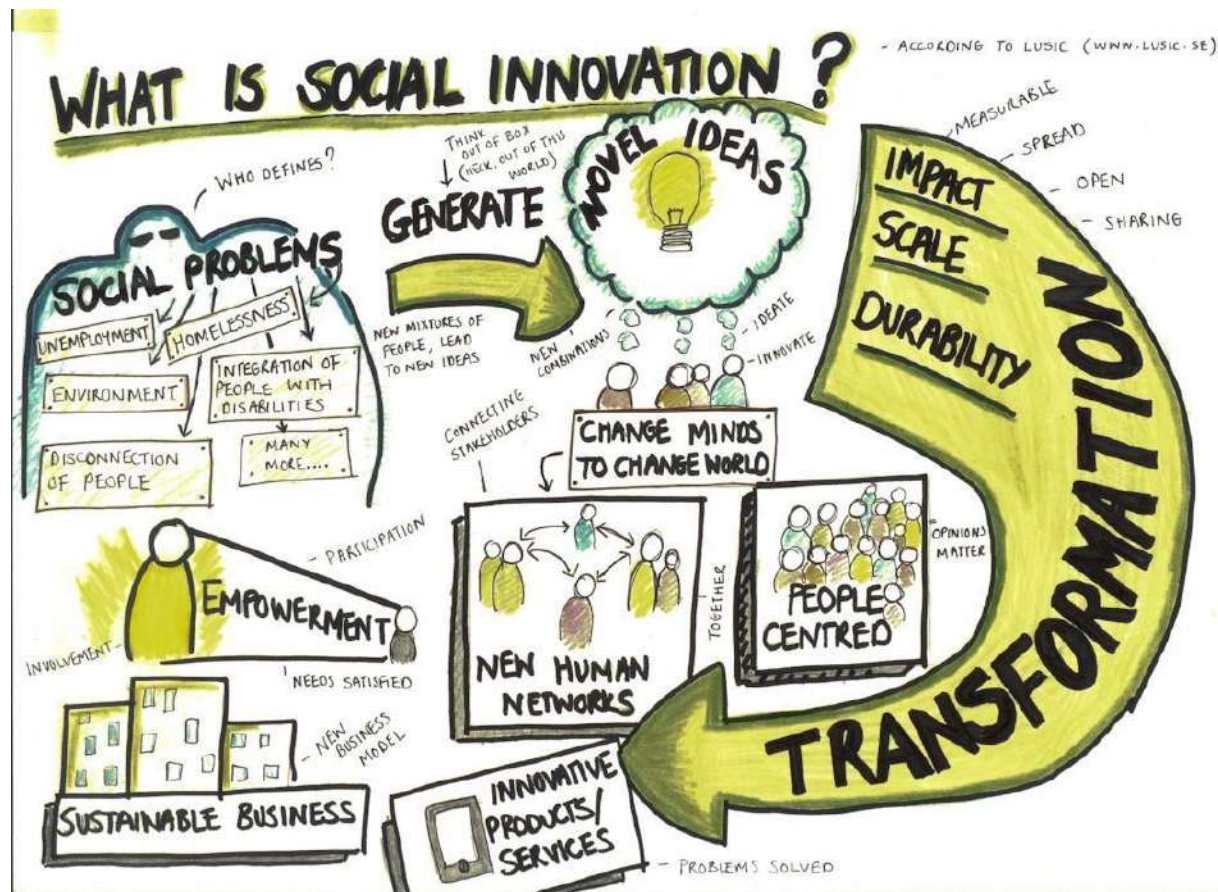
Aim of the module:	This module aims to provide learners with a basic understanding of social enterprises and social business plans, useful tools, resources, and advice from successful young entrepreneurs in specific fields to help them develop their idea of an enterprise or start-up that would meet the needs of their local communities. It also aims to encourage the development of soft skills which are necessary to stand out, with an emphasis on the creation of an online presentation of their work.
Learning objectives:	By the end of this module, the learner should be able to: <ul style="list-style-type: none"> • understand the concept of social innovation and social entrepreneurship, • describe the outline of a social business plan, • differentiate a successful presentation from a failed presentation.
Learning outcomes:	By the end of this module, the learner should be able to: <ul style="list-style-type: none"> • define basic characteristics of social enterprises, • develop the basis for their social business plan, • recognize their soft skills and know what skills to work on, • create an online self-presentation and the presentation of their work.
Content:	<p>Introduction Social entrepreneurship is about acknowledging social issues and realizing social change using the principles of entrepreneurship. Amazing people put their bright ideas and bring change to society against all odds. Want to be a part of this? Follow this module and find out exactly what a social enterprise and a social business plan are, how to create and launch them, what skills you need to become a successful young entrepreneur that stands out from the crowd and can introduce themselves and their work to impress everyone and a lot more. Review the chapters, inspire yourself with great stories, enjoy the activities and solve the What You Learned Quiz, good luck!</p> <p>TOPIC 1. Social enterprise 1.1. What is meant by a social enterprise? 1.2. What to focus on? 1.3. What is an example of social enterprise? Food for thought questions (3 questions)</p> <p>TOPIC 2. Social business plan 2.1. What is a social business plan? 2.2. What to include in your social business plan? 2.3. Market analysis Food for thought questions (3 questions)</p> <p>TOPIC 3. Self-presentation 1.1. The 'WOW' factor 1.2. Tips and tricks on how to present yourself online Food for thought questions (3 questions)</p> <p>Case studies (2)</p> <p>Activities (3 activities)</p> <p>Further reading (list of additional material)</p> <p>Quiz (10 questions)</p> <p>References</p>
Allocated time:	~5 hours
Hashtag of the Module	#changemaker



Introduction

Social entrepreneurship is about acknowledging social issues and realizing social change using the principles of entrepreneurship. Amazing people put their bright ideas and bring change to society against all odds. Want to be a part of this? Follow this module and find out exactly what a social enterprise and a social business plan are, how to create and launch them, what skills you need to become a successful young entrepreneur that stands out from the crowd and can introduce themselves and their work to impress everyone and a lot more. Review the chapters, inspire yourself with great stories, enjoy the activities and solve the What You Learned Quiz, good luck!

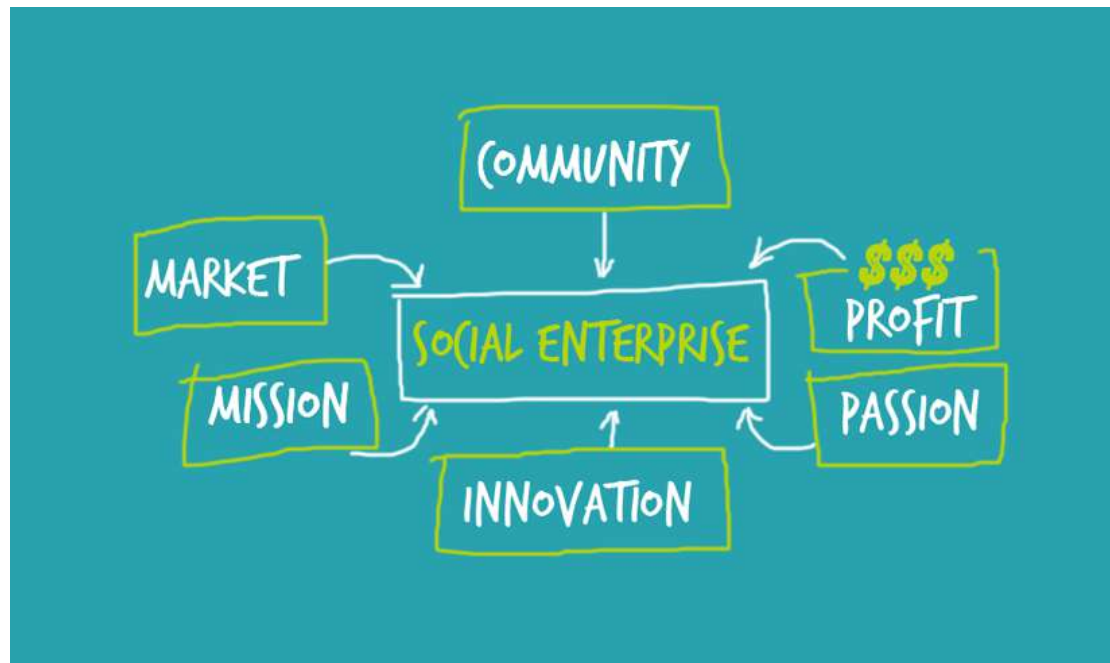
TOPIC 1: Social enterprise



[Visual representation of the process of social innovation starting with the recognition of social problems]. (n.d.). <https://thinkibility.com/2021/06/15/global-warming-thinking-in-relations/>

Before you immerse yourself in the topic of social enterprise, it is important to understand the concept of social innovation. According to Mulgan, it refers to innovative activities and services designed to address a social need (2006, p. 146). The author states that there are two main approaches to understanding how those changes occur. In the first one, social change is described as being caused by a very small number of heroic, energetic, impatient people who remade the world, persuading the lazy and timid majority into change (Mulgan, 2006, p. 148). The second perspective is different when it comes to understanding who stimulates social innovation because individuals are represented as carriers of ideas rather than initiators. Mulgan indicates that the far-reaching movements of change, such as feminism or environmentalism, have involved millions of people and dozens of intellectual and organizational leaders, many of whom have had the humility to realize that they were often as much following as directing changes in public consciousness (2006, p. 149). Whether it's focusing on individuals or on broader movements, these two perspectives on social innovation provide valuable insights. Both highlight the cultural foundation of social innovation, the combination of exclusion, resentment, passion and commitment that make social change possible (Mulgan, 2006, p. 149).

1.1 What is meant by a social enterprise?



[Visual representation of what social enterprise is]. (n.d.). <https://corporatefinanceinstitute.com/resources/esg/social-enterprise/>

Warm up video: [Social enterprise 101](#)

Social enterprises are businesses that engage in business for social or environmental reasons. As reported by the Social Enterprise UK, social enterprises show a better way to do business, one that prioritizes benefits for people and the planet and uses most of any profit to advance their mission. Social enterprises help reduce economic inequities, improve social justice and environmental sustainability. Like any other business, they seek to make a profit and succeed commercially. But the way they operate, who they employ, how they use their profits and where they work transforms lives and communities all over the world (Social Enterprise UK, n.d.). A complete definition of social enterprise can be found in *The Emergence of Social Enterprise* (Borzaga & Defourny, 2001). It distinguishes between criteria that are more economic and indicators that are primarily social. To reflect the economic and entrepreneurial dimension, the authors set out four criteria:

a) A continuous activity, producing and selling goods and/or services

Social enterprises are directly involved in the production of goods or the provision of services to people on a continuous basis. The productive activity represents the reason, or one of the main reasons, for the existence of social enterprises.

b) A high degree of autonomy

Social enterprises are created by a group of people on the basis of an autonomous project and they are governed by these people. They are not managed, directly or indirectly, by public authorities or other organizations (federations, private firms, etc.). They have the right to take up their own position as well as to terminate their activity.

c) A significant level of economic risk

Those who build a social enterprise take the risk of the initiative. Unlike most public institutions, their financial sustainability is dependent on the efforts of their members and workers to secure adequate resources.

d) A minimum amount of paid work

As with most traditional non-profit organizations, social enterprises can combine monetary and non-monetary resources, volunteer work and paid workers. However, social enterprise activity requires a minimum amount of paid work.

To encapsulate the social dimensions of the initiative, the authors proposed five criteria:

e) An explicit aim to benefit the community

One of the main objectives of social enterprises is to serve the community or a specific group of people. Similarly, one feature of social enterprises is their desire to promote a sense of social responsibility at local level.

f) An initiative launched by a group of citizens

Social enterprises are the result of collective dynamics involving people belonging to a community or to a group that shares a well-defined need or aim; this collective dimension must be maintained over time in one way or another, even though the importance of leadership – often embodied in an individual or a small group of leaders

– must not be neglected.

g) Decision-making power not based on capital ownership

This generally refers to the principle of ‘one member, one vote’ or at least to a decision-making process in which the voting power in the governing body with the ultimate decision-making rights is not distributed according to capital shares. Moreover, although the owners of the capital are important, decision-making rights are generally shared with the other stakeholders¹.

h) A participatory nature, which involves the various parties affected by the activity

Representation and participation of users or customers, stakeholder influence on decision-making and participative management are often important characteristics of social enterprises. In many cases, one of the aims of social enterprises is to further democracy at local level through economic activity.

i) Limited profit distribution

Social enterprises are not allowed to freely distribute their profits or capital. This concept does not however, say that they must not make a profit and more specifically does allow some distribution but only related to the organizations cause or mission.

(Borzaga & Defourny, 2001, p. 16–18)

1.2 What to focus on?

SUSTAINABLE DEVELOPMENT GOALS



[Visual representation of what social innovation should focus on within the framework of the Sustainable Development Goals, as set out in the 2030 Agenda for Sustainable Development]. (n.d.). <https://www.un.org/development/desa/disabilities/envision2030.html>

On the platform [eduCBA](#), it is said that social entrepreneurship focuses on gaining an understanding of how a social problem develops, and how an entrepreneur uses innovative, practical ideas and business strategies to find solutions to the problem and motivates him to use available social entrepreneurship resources to overcome the problem for the benefit of society at large. Social entrepreneurs try to use the various resources available to create a better, more progressive society (eduCBA, n.d.). According to Mulgan, the starting point for innovation is an idea of a need that isn't being met, coupled with an idea of how it could be met (2006, p. 149). He indicates that sometimes those needs are obvious, like hunger, homelessness, or disease, but sometimes needs are less obvious or not recognized, for example, racism or the need for protection from domestic violence. The author continues by explaining that empathy is the starting point, and ethnography, the scientific description of people and cultures with their customs, habits, and mutual differences, is usually a more relevant formal tool than statistical analysis (2006, p. 150). Personal motivations play a crucial role, people may want to resolve their own problems, and they may be motivated by the suffering of their friends or family. The conclusion is that some of the most effective ways to cultivate social innovation begin with the assumption that people are competent interpreters of their own lives and competent solvers of their own problems (Mulgan, 2006, p. 150).

1.3 What is an example of social enterprise?

There are many examples of social enterprises that we can draw inspiration from, such as:

- [Fair Phone](#), a company that builds a new type of consumer electronic device, the one that is built with non-confrontational materials, provides fair wages to the workers who build it, offers a fair and transparent price for the end consumer and does not engage in unfair consumption practices, such as locking smartphones or

¹ Stakeholders are individuals, groups or organizations directly involved with, or indirectly affected by, a project, product, service or enterprise.



building proprietary software or hardware interfaces;

- [Community shop](#), a food market that sells food to low-income communities at a discounted price. Discounted food is donated or purchased very cheaply from food suppliers and other supermarkets, who cannot sell the food themselves for a variety of reasons such as approaching expiry dates, dented cans, and product mislabeling;
- [Textbooks for Change](#), a social enterprise that collects used textbooks at the end of every semester. Students donate their used textbooks. Some of the textbooks are re-sold to students at the college/university of their collection source; some of the textbooks are donated to students in need at underserved universities in the developing world. The profits are split between the student groups/clubs, program administration costs, and any remaining funds are used to support social programs in developing communities;
- [Water Health International](#), a social enterprise that builds small water purification stations in communities in developing countries using off-the-shelf products. Initial funds to build it can come from traditional charitable methods; the communities can be partial owners (or full owners, if using cooperative business model). Ongoing costs to maintain and staff the water station come from the sale of purified water to its beneficiaries, but at near break-even levels, costing almost nothing for the beneficiaries;
- [Edgar and Joe's](#), a bakery/restaurant or another food-providing establishment that focuses on building employment skills for underemployed groups, such as at-risk youth or former drug addicts. The profit from sales of food and beverage go to wages, training, and social betterment programs for the staff-beneficiaries;
- [Rubber Banditz](#), a social enterprise that sells a piece of exercise equipment that is simple to use and affordable. They promote the equipment as an alternative to full gym access for those who can't afford it and use profits and product to subsidize outreach programs that promote healthy living, thus promoting healthy living to two underserved groups: direct customers and outreach participants;
- [Think Impact](#), a company that brings together travelers with experiences that provide an intercultural learning experience and a positive social impact on a local community. Profits are recycled back into the communities they affect;

(thesedge.org, 2018)

- [TOMS Shoes](#), a non-profit company that provides adequate shoes for children in developing countries. With every pair of shoes you buy from them they will donate an adequate pair to a child in need. These shoes will enable them to play and go to school safely: improving Health, providing access to Education and building Confidence;
- [Helpfreely](#), a non-profit organization that enables you to buy whatever product you want while contributing to a cause/organization of your choice. Their aim is to support non-profits, raise social awareness and empower people to embrace social goodness. They do this through an integrated online network that allows people to raise funds while shopping online at no extra cost. You buy the product you wanted for its regular price with a percentage going towards the cause of your choice;

(Conscious connection, 2021)

- [Resonate](#), a non-profit social enterprise that provides experiential leadership training to women and girls in Rwanda and throughout East Africa to support and unite them to lead change in their communities. Gender inequality inhibits the growth and development of communities both locally and globally. By coaching women to become leaders, Resonate unleashes their self-confidence, strength and power to lead positive growth in their communities;
- [Shea Yeleen](#), a company that has committed its efforts to support the economic empowerment of women producers of shea butter in rural Ghana. The company helps Ghanaian women bring high-quality organic shea butter products to the global marketplace while providing them with a source of living wages. Through their business model, shea trees are protected from being cut down, consumers have access to healthy and natural bodycare products and women are financially and emotionally empowered.

(EcoWatch, 2016)

Food for thought

- If you could make a significant change overnight that would improve life in your community, what would it be?
- What do you think is an ideal ration between serving a social purpose and making a profit?
- Think of some hobby you have. How do you see that as an entrepreneurial idea?



TOPIC 2: Social business plan



[Visual representation of the factors to be considered in the creation of a social business plan]. (n.d.). <https://www.ibm.com/blogs/cloud-computing/2013/12/16/what-is-social-business-in-the-cloud/>

Warm up video: [The Business Model Canvas - 9 Steps to Creating a Successful Business Model - Startup Tips](#)

If you're looking to start a social enterprise business, or grow your existing business, you need a business plan. A business plan will help you raise funding, if needed, and plan out the growth of your social enterprise business to improve your chances of success (growthink, 2022). But how do you start writing your social business plan, what needs to be included, and what's important to know about the market you're about to enter? Follow this topic for more information.

2.1 What is a social business plan?



[Graphic representation of what goes into creating the business plan]. (n.d.). <https://www.americanvisionuniversity.org/component/easyblog/creating-a-successful-business-plan-how-to-get-started?Itemid=437>

A business plan is a tool that helps you clarify your idea, identify challenges, and monitor your progress. According to the website Society Profits (n.d.), its purpose is to help you identify the primary purpose of social enterprise, to design a concrete action plan within which all the side goals will be eventually achieved, to determine precise qualitative and quantitative criteria for the design, measurement, and improvement of the performance of the potential social enterprise, and to make decisions related to the detection of needed resources, as well as for the costs and revenues of the company. The business plan structure will establish key elements that will allow entrepreneurs to guide the course of their business in a comprehensive and simple way, allowing them to solve any problem that may occur in the future (Villanueva, 2020, p. 230). While several authors have developed different business plan structures, they all have key

elements in common:

1. Executive Summary

The most important aspects of a business plan are presented in the executive summary². This section should not be very long, it will have a maximum of two pages, and it should raise the reader's interest. It is recommended to prepare this summary when the entire plan had been completed.

2. Company Description

It should briefly explain what the functions of the company are, what are the products or services it will offer, what is the purpose of the company and its contribution to society. It is important to specify the name of the company and its respective logo and slogan.

3. Strategic plan³

In this section you must establish the company's goals and what are the strategies to achieve.

4. Marketing plan

In this section, you must develop all the strategies to maximize sales, as well as to indicate how the product will be launched. For this reason, you need to ask yourself: What is your potential demand? Who are your competitors? By what means advertising will be carried out? A pricing policy must also be set.

5. Administrative and Operations Plan

Operations plan must reflect the organizational structure the company will have. The positions and functions of each member must be included. In addition, you must describe the production process that will be carried out and the equipment and supplies that the company will have.

6. Financial Plan

The financial plan must show all the financial projections essential to start the business: income budget, investment budget, purchasing budget, marketing and sales budget, administrative budget, financial expenses, cash flow and financial evaluation.

(Villanueva, 2020, p. 230)

Strengths, weaknesses, opportunities and threats are also taken into consideration. Here is an overall example of factors mentioned about social enterprises in general, but when creating your own social business plan, you need to consider those that are specific to you and your business. For example, your strength may be in offering affordable products to under-developed communities, but your weakness is that you don't have an online platform to promote your business. Keep it honest and realistic!

<p>Strengths</p> <p>S1: There is a primacy of the people and the social purpose over the capital, which implies that people feel the company as a means of personal growth rather than a way of life; therefore, they are motivated with the job.</p> <p>S2: It works through the equitable and social distribution of benefits; therefore, the members feel that there is justice in the distribution of profits, which strengthens trust among the members of the organization.</p> <p>S3: Solidarity is practiced, the community benefits because the company invests in local social works, generating jobs among local workers, achieving social inclusion regardless of gender, race, ethnic origin, or any other discriminatory aspect.</p> <p>S4: There is independence of the company from public powers, which guarantees that many times internal decisions do not depend on external factors.</p>	<p>Weaknesses</p> <p>W1: Company is sensitive to the good performance of its members, which is not always possible.</p> <p>W2: Due to the size of the company, it may suffer financial problems.</p> <p>W3: Its members may not have the educational level necessary to achieve the company's development.</p>
<p>Opportunities</p> <p>O1: The members can lean on new information and communication technologies, which from a small budget give apparent results, such as the use of</p>	<p>Threats</p> <p>T1: This type of social economy can be perceived as a threat by traditional companies; therefore it can suffer external aggression.</p>

² A written account that gives an overview of the main points of a longer report, business plan, etc.

³ Strategic planning is a process in which an organization's leaders define their vision for the future and identify their organization's goals and objectives. The process includes establishing the sequence in which those goals should be realized so that the organization can reach its stated vision.

e-learning etc.

O2: They can take advantage of the weakness of traditional capitalist companies that cannot be inserted in markets that include sectors traditionally excluded by society.

O3: Different companies of this type can organize themselves into bigger associations that allow them to compete with big companies, where in the inside none of them constitutes a threat for the others.

T2: It may be sensitive to the economic crises that affect the country.

(Villanueva, 2020, p. 230–231)

Many examples of business plan [templates](#) can be found, so it is important to do your research, but also to be creative in the presentation of your business in the best light. Ideally, you should check all the important boxes, but the final appearance of your social business plan is up to you.

2.2 What to include in your social business plan?

When you are writing your first business plan you should aim to answer the following questions:

- What is your idea? What are you offering to your customers?
- Who are your customers? Who is going to buy your product or service?
- Who are your beneficiaries⁴? Who will benefit from what you're doing?
- How will you promote your organization? How do you plan to reach you customers and beneficiaries?
- Who else is doing something similar? Who are your competitors? Take time to think about what they do well and learn from them.
- Steps to achieve your goals. Breaking down things into step-by-step actions will make your idea seem more achievable, it will also prevent you from getting distracted.
- What resources do you need – people, materials?
- How much money will you have coming in? What are people willing to pay for your services?
- How much money will you have going out? The cost of people, equipment and premises all need to be accounted for.
- How much money will you have left over? Will you break-even or have a profit?

(School for social entrepreneurs, n.d.)

2.3 Market analysis



[Graphic representation of what to take into consideration when conducting market analysis] (n.d.).
<https://articles.bplans.com/market-analysis-for-your-online-business/>

Market Analysis plans your approach to understanding the entire market and gives you all the information necessary to determine whether a product, service, or idea is a valid business opportunity. Analyzing the market is a process of assessment and determining different factors and conditions in a market within a special industry (Valcheva, n.d.). If you want successful marketing efforts, you need constantly updating your knowledge for the market. It is important for your

⁴ A person or thing that receives help or an advantage from something, one that benefits from something.

business because:

- it keeps you up to date with what is going on with your competitors, customers, market trends, and etc.
- it is a basis for developing better communications with your customers;
- you are able to see different opportunities;
- you know what is your reputation;
- you can make better business and marketing decisions and strategies and so on ([Valcheva](#), n.d.).

According to [Valcheva](#) (n.d.), market analysis includes six key dimensions:

1) Market size

Roughly said, this is the number of people or organizations who are the potential buyers and sellers of a given product/service. Particularly, the market size gives you an idea how big is the market, what is the potential sales volume, volume sold and etc. Many businesses aim to find an as bigger market as possible. And it is a good goal but keep in mind that the bigger market size means also more competitors. So, you need to know how to be better than them. There are many methods for estimating the market size, but the most popular are: the information from government research, customer surveys, different types of financial data etc.

2) Market Growth Rate

The fact that the market has a size doesn't mean the size will always be the same. As everything in this world, market size changes and in some industries the changes are dramatically fast and enormous. Market growth is the increase in size or/and sales within a particular target market over a given period. It has a crucial role in your business, so you need to know how fast it is growing, what is the market growth potential, is the market increasing or decreasing etc. The market growth rate is also the basic information investors need before making an investment decision. If it is likely to grow, then investors can decide to put in more money in it. For estimating the growth you can use indicators such as the year-to-year trend in the industry, the trend in the number of customers, the size of purchases per client, etc.

3) Market Trends

A market trend is a perceived tendency of a market upward or downward movement over a specific period. So, if you are about to decide what kind of product you are going to sell, you need to know what its market trend is. Market trends are the key source of new opportunities and threats. Knowing the trends will give you some important answers to the questions such as what the customers like, how much they are willing to spend on it, what others capture their attention, etc.

4) Customer Description and Segmentation

It is to define your customers in geographic, demographic, psychographic (such as their lifestyle, beliefs, and behaviors that affect their purchasing decisions) and other terms. All of these customer characteristics are the basis of creating market segmentation and defining your target market. What is market segmentation? Market segmentation is the process of dividing a market (existing and potential customers) into groups of consumers known as segments. This splitting is based on some type of similar needs or demand characteristics. Market segmentation plays a crucial role in satisfying your customers' needs, increasing your business competitiveness and profitability.

5) Assessing the Competition

Any business aims to be better than competitors as it offers products and services that better satisfy the customer needs. To achieve this, you need a deep knowledge of who your customers are, what their strengths and weaknesses are, what they are offering, etc. Understanding the competition doesn't always have to be a complicated and expensive process. Nowadays, the Internet is an endless sea of information, and you can use it to collect data for assessing your competitors. By investing even a small amount of time, you can make competitive assessments and intelligence and come up with ideas on how to position your own brand in the marketplace. Not only can you discover your competitor's most effective ways to win customers, but you can also learn to avoid their mistakes. Some of the best ways to research and assess them are:

- investigate their website (look at their products – how are they presented, look at the “about us” page, “mission” page and etc.)
 - shop them yourself
 - ask your customers what they like about your competitor
 - follow their news and press releases.

6) Social, Economic, Political, Legal and Technologies Factors

These factors represent the whole environment where your business operates. You need to have a bird's eye view of the surrounding settings and conditions from many different angles. There are some crucial points you need to be familiar with:

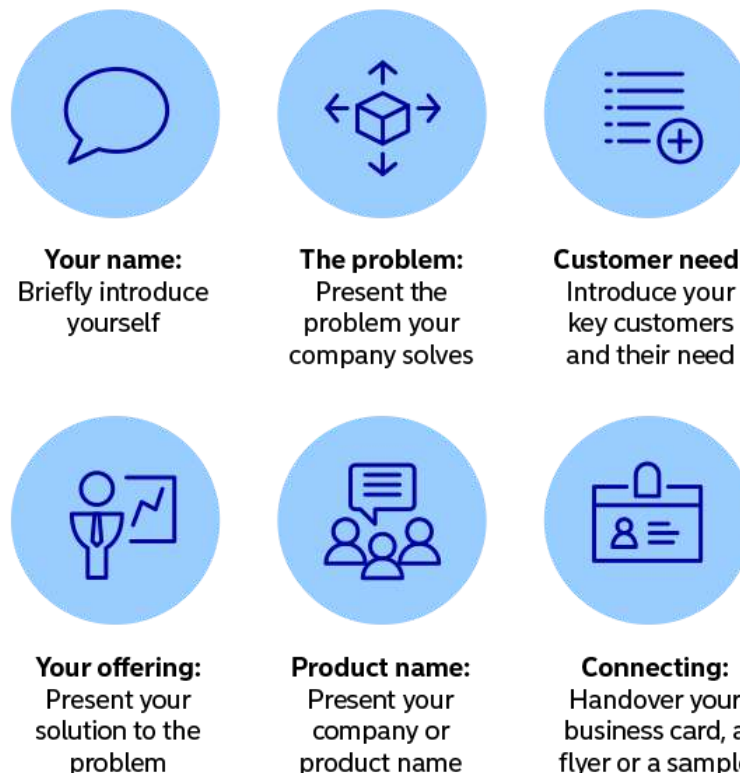
- What is the political scene of the country – what is the sort of government leadership, policies, all the taxes laws, etc.?
- What are the economic factors (the interest rates, the foreign exchange rates)?
- What are the main social factors (lifestyles, cultures, demographic picture)?
- What are technological innovations likely to affect the market?
- Main legal factors (safety standards, consumer laws, etc.)?

Moreover, market analysis research is generally split into primary and secondary research. According to [Gordon](#) (2022), secondary research involves using material prepared by third parties that are not specifically oriented to your market. The author states that you may look at population and demographic data taken by the government, consumer surveys, targeted articles or surveys, or data derived from other studies. Primary research involves direct research of your intended customers. Your primary and secondary research will give you the information you need to determine if the creation of a business around your product, service or idea is a profitable business opportunity ([Gordon](#), 2022).

Food for thought

- How would you research your potential customers? Which methods would you choose?
- Would you prefer to create a standardized business plan or are you looking to be creative? Consider different ways to create your plan and present it to potential customers.
- What component of a business plan do you find most important and why?

TOPIC 3: Self-presentation



[Graphic depiction of how to present your company] (n.d.).

<https://www.nordea.fi/en/business/your-company/start-your-business/perfect-your-business-pitch.html>

According to [Cooks-Campbell](#) (2021), self-presentation is any behavior or action made with the intention to influence or change how other people see you. Anytime we're trying to get people to think of us a certain way, it's an act of self-presentation. We work to present ourselves as favorably as possible. What that means can vary depending on the situation and the other person ([Cooks-Campbell](#), 2021). On the portal [Social Business Design](#) (2021) it is stated that pitching a business idea is surely among the most difficult and critical moments for any social entrepreneur and social business owner. It is concluded that it's because when you pitch your business idea you have only a few minutes to impress your audience and no chance for errors. But how to do it right? How to deliver it in the most effective way?

3.1 The 'WOW' factor



Clarity:
Be clear and concise to maintain attention



Simplicity:
Drop the jargon – speak to be understood



Passion:
Show enthusiasm and engage your "audience"



Practice:
Perfection comes from practice and feedback

[Graphic depiction of key factor for good presentation] (n.d.).

<https://www.nordea.fi/en/business/your-company/start-your-business/perfect-your-business-pitch.html>

Warm up video: [How to Pitch your Startup in 3 Minutes](#)

According to [Kokemuller](#) (n.d.), the "WOW" factor is a commonly used slang term in business that most often depicts what a company does to go above and beyond customer expectations in delivering a great product and service experience. The author explains that most often, it relates to exceptional customer service in which an employee gives the customer more than he expected or something he did not expect at all. He also indicates that the "WOW" factor can occur during a business presentation in which the company presents its brand, product or service, or in a sales presentation in which a salesperson uses visual support to enhance the presentation's impact. By adding powerful visuals, impressive audio and visual support, or other unusual touches to a business presentation, you can impress your audience to the point where they feel compelled to respond or act ([Kokemuller](#), n.d.). When you give a presentation, your main goal is for your audience to hear and receive your message. You also want to entertain your audience members, keeping them engaged while you present. Try using these simple tips the next time you need to give a presentation to a public:

- Identify one simple and concrete key point that you want your audience to remember and build your presentation around it, stating it once at the beginning of your presentation and once at the end.
- Keep your presentation simple. Give your audience a basic sense of what you do and why it matters. They simply need to know what the problem is, how you or your message will solve this problem.
- Pick three ideas that you want to present and break each of them into three sub-parts.
- Don't forget to take advantage of the visuals because pictures stay in our minds far more commonly than concepts or words. Show your audience photographs, (simple) graphs, or (simple) diagrams that visually represent the topics you talk about.
- When it comes to sharing information to your audience, share them in the form of a story.
- In the end, make your audience work, ask questions, make them vote, give them a scenario, and ask them to come up with hypothetical outcomes, encourage them to summarize the main points of your talk at the end of your presentation, anything you need to make your points stick.

([Infinite Business Solutions](#), 2015)

3.2 Tips and tricks on how to present yourself online



[Graphical representation of what to include in a SWOT analysis] (n.d.). <https://www.wordstream.com/blog/ws/2017/12/20/swot-analysis>

Warm up video: [What Is a SWOT Analysis & When Do You Need One? | WordStream](#)

To master the art of online presentation you can use many useful tools such as SWOT analysis which stands for strengths, weaknesses, opportunities, and threats. Use this process to identify what's working, spot potential organic growth opportunities, and prepare for external threats. This can be done on a regular piece of paper or a whiteboard with your team, and should cover the following questions:

- Start by analyzing the strengths of your company. What are your primary advantages over your competition? Which things do you do particularly well? What unique resources do you have at your disposal?
- Look at your weaknesses. What elements of your business aren't working particularly well? What things keep you from making sales? Where do you fall short of your competitors?
- Look closely at the opportunities available to your company. Are there any market trends you can take advantage of? Can you utilize new technology that your competitors can't? Is there an under-served segment in your audience?
- Finally, identify any potential threats to your business. Could a competitor steal market share? Are there any obstacles blocking business growth? Are there potential financial issues on the horizon?

The data from your SWOT analysis will help you develop your digital marketing plan. Your plan should cater to your strengths, mitigate your weaknesses, move toward opportunities, and proactively avoid potential threats (Lane, 2020).

According to Adekunbi (2021), unlike physical presentations where the components are standard, there are many video conferencing platforms, and their controls can differ significantly. The author warns that struggling to find a function halfway into the meeting can ruin your confidence and distract from your overall message. He suggests that you should confirm what platform you'll be using and spend time going through the settings to familiarize yourself with how things work before the meeting. If possible, do test runs of your entire presentation as well, complete with audience members. He also states that the more comfortable you are with the platform, the smoother things will be.

Garlej (2021) suggests that before any presentation, you should spend some time practicing a few vocal exercises. The author states that from maintaining the right tone to voice modulation, practicing vocal exercises helps create a better auditory impact. He assures that a 10-minute vocal exercise session will not only relax your body and mind but prepare you for the vocal activity too. Apart from this, it is also known to improve your energy levels. This is something your audience will certainly pick up on (Garlej, 2021). [Here](#) you can find some helpful examples.

On the website VerdanaBold (2020) you can find some useful rules, such as the 7X7 rule which recommends no more than 7 lines of text on a slide with 7 words per line, which are great for helping to ensure your presentation stays focused and your audience stays engaged. Another great and simple rule is mentioned on the same website, and it is the 10-20-30 rule which states that a PowerPoint presentation should have no more than 10 slides, never last longer than 20 minutes, and should use a minimum point size of 30 for the font. The author of the article states that it is based on the psychology of audiences and their attention span, stating that the average human cannot hold and absorb more than 10



pieces of information at a time. The “20” in 10-20-30 says that effective marketing presentations keep to a max of 20 minutes, and the idea is that you can leave the other 40 minutes for a discussion, fostering a relationship with your audience and creating better engagement and retention through discussion ([VerdanaBold, 2020](#)). The author states that if you’re pitching an idea and you’re one of multiple presentations your audience has to sit through, a tight 20-minute presentation can make you stand out among your competition. The author also warns that as with any general rule, the 10-20-30 approach to presentations is only a guideline to help you put your presentation together, and that following a rule rigidly may lead you to missed opportunities or simply creating the wrong presentation for the audience and situation ([VerdanaBold, 2020](#)).

Food for thought

- Which are the things in which you excel? Write them down and think about how to highlight them.
- Think of the best example of a good online marketer/influencer. What characteristics did you notice about them? Observe how they present themselves.
- Try to introduce yourselves in 30 seconds by talking only about the things and values that are most important to you.



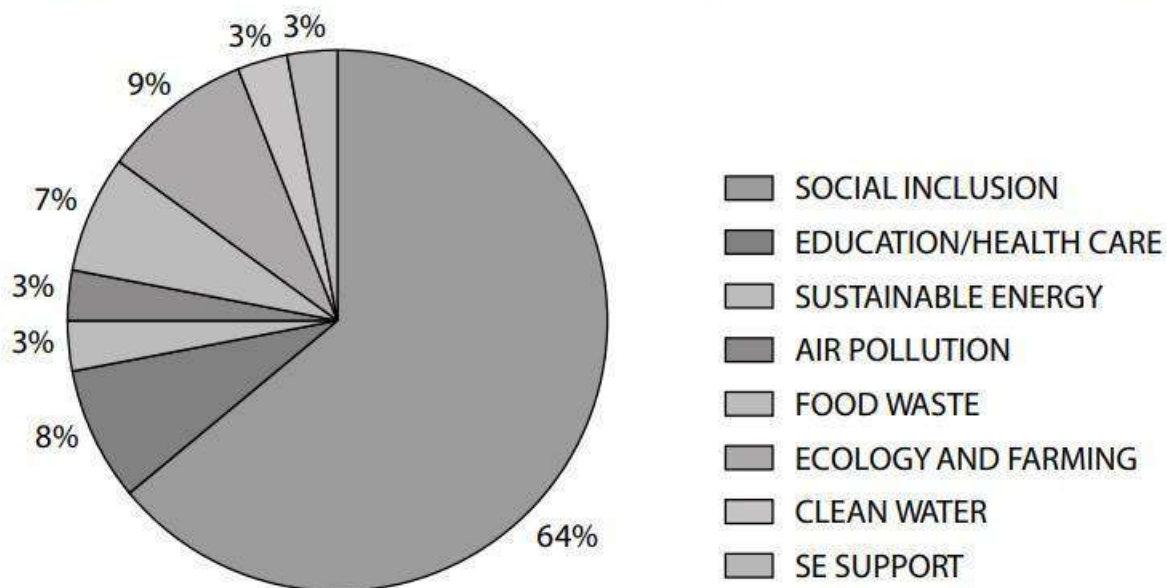
Case studies

Title of the case study 1: [New generation of social entrepreneurs: Exploratory research and cross case study analysis of new generation of social enterprises](#)

Description of the case study:

The study explains the state of modern societies that articulate more intensely than ever the will for change in a form of innovation that engages, motivates, and mobilizes people and resources for progressive impact. The study made a connection between modern society and these innovations which are often driven by the real needs of people, and social innovators share, taste, redefine, develop, and apply innovations faster than ever before as open-source technologies allow individuals to innovate from anywhere quickly and quickly. In addition, it explains that most often social or economic gaps and risks or issues result in advanced solutions, products, services, or programs invented by "socially sensitive" entrepreneurs leading to social transformation, economic growth, social change and new market opportunities. The study offers an overview of social entrepreneurship, its definition, and theories around it. It describes two motivations of entrepreneurial social activities all over the world, from innovation to necessity. It indicates the importance of the new generation of social entrepreneurs who bring youthful energy, technological twists and a different perspective to entrepreneurship and community service as they venture out in new ways to address local and world issues. It explains that the discovered trend has influenced more focus on youth education and professional development in social entrepreneurship.

Graph 3. The areas of intervention of new generation of social entrepreneurs



Source: own elaboration.

Figure 1. Graph 3. The areas of intervention of the new generation of social entrepreneurs (Tkacz, 2016, p. 32).

The key factor mentioned in the study is that of an on-line environment around the new generation that can connect cultures around the world, making it easier to understand and respond quickly to a variety of global problems. The last chapter brings the findings of the exploratory research of a new generation of social entrepreneurs. The theoretical review combined with the insights into 71 social enterprises explores various factors and features shaping the profile of the new generation of social entrepreneurs worldwide. The created model of research and the cross-case studies analysis of European and global examples have resulted in extensive comparative studies leading to discovery of two general biographical traits and five key patterns that strongly characterize the whole selected sample of the young social entrepreneurs.

Key takeaways: gained understanding of social entrepreneurship and the new generation of social entrepreneurs, inspiring young entrepreneurs driving change in society.

Link to the case study:

<https://www.researchgate.net/publication/322155956> [New generation of social entrepreneurs Exploratory research and cross case study analysis of new generation of social enterprises](#)

Title of the case study 2: [The Case for a Socially Oriented Business Model Canvas: The Social Enterprise Model Canvas](#)

Description of the case study:

The main purpose of this article is to introduce the Social Enterprise Model Canvas (SEMC) designed to organize social enterprises. SEMC is a platform that can be used to prevent “mission drifts” that might result from problems emerging from mismanagement of such challenges. The main features of the SEMC are attention to social value and building blocks which are briefly explained in the article. This conceptual instrument supports social entrepreneurs for easier understanding or designing the structure of organizations dedicated to pursuit of social goals. What the article emphasizes is the importance of using business models for the analysis of organizations while also warning about three challenges and one paradox of social enterprise. The SEMC is designed by taking into consideration these challenges and it can be used to meet them. For a young entrepreneur, it is important to know what they are, and this article sets them out as follows.: (1) blending social and economic objectives, (2) effectively communicating the objectives and their coherence with the use of resources and the strategy, (3) assessing its results in terms of output, outcomes and impact, and (4) adopting the best governance mechanisms that enable the pursuit of mission values and objectives. That’s why the SEMC is built from the following ‘instrumental’ principles: first, making mission values and objectives explicit and establishing a priority among them; second, translating mission values and objectives into measurable targets; third, differentiating between non-targeted stakeholders (i.e. partners and affected stakeholders) and targeted stakeholders (i.e. customers and beneficiaries), in order to extend the business models design to the social environment; fourth, keeping into accounts the ways in which targeted stakeholders are involved in the co-creation of value; and fifth, considering the main elements of the organizations governance.

Governance (GOV)			
Non-Targeted Stakeholders (NtS)	Key Resources (KR)	Channels (CH)	Customers & Beneficiaries (C & B)
	Key Activities (KA)	Customer & Beneficiaries Engagement (C&B E)	
Mission Values (MV)		Social Value Proposition (SVP)	Impact Measures (IM)
Objectives (Obj)			Output Measures (OM)
Cost Structure (CS)		Income (IS)	

Figure 2. The Social Enterprise Model Canvas/Source: the Author.

The article also describes a case study of a social enterprise financed with European funding and the revenue generated by the enrolment of self-funding students which was used as an illustration of the challenges faced by social enterprises, as well as the benefits that can be drawn from using the SEMC.

Key takeaways: gained understanding of the SEMC and its importance for starting a social enterprise.

Link to the case study: <https://ec.europa.eu/programmes/erasmus-plus/project-result-content/a19b2773-6e3d-4c60-9e76-93c57fcf0fa5/The%20Case%20for%20a%20Socially%20Oriented%20Business%20Model%20Canvas%20The%20Social%20Enterprise%20Model%20Canvas.pdf>

Activities

Storytelling	
Format: (face to face, online, hybrid)	Face to face
Learning objectives	After completing this activity, participants will be able to: <ul style="list-style-type: none"> • Give the rationale for the telling of stories. • Evaluate a story for its storytelling potential. • Present a story before an audience.
Material/equipment needed	Sticky notes, pens or pencils, printer paper, eraser, stopwatch or a phone to track the time.
Description of the activity	<p>Storytelling is the use of stories or narratives as a communication tool to value, share, and capitalize on the knowledge of individuals. It is a vivid depiction of ideas, beliefs, personal experiences and life lessons through stories or narratives that evoke powerful emotions and ideas.</p> <p>Warm-up activity: Sound bite story (group) This warm-up involves a group who should tell a story in a single round, with each person only allowed to use a given number of words (e.g., five words). If one member runs out or words before finishing a sentence, the next member should continue where the previous member stopped. The story should be complete in a single round.</p> <p>Warm-up activity: Just a minute (one person) The person doing this activity writes different topics on a small piece of paper, crumples them and chooses at random. He then has 1 minute to talk about this topic without hesitation, deviation or repetition.</p> <p>Storytelling (ideally in groups, but can be done alone) Set a time limit for each step. Discuss with a group or decide by yourself.</p> <p>Step 1: Select a scenario You can select a couple of scenarios to explore. They can be from different genres or the same genre with a different premise.</p> <p>Step 2: Choose a theme Each group should choose one of the given scenarios and select a theme that goes with it. The participants should be able to plot different emotions that could go with their story.</p> <p>Step 3: Establish characters Once they have their scenarios and themes, it's time to select characters. Each group should have at least 2-3 characters in their story. They should provide the name and the age of the character.</p> <p>Step 4: Set plot tools Next is to let the participants use their themes and characters to create scenarios. They can stack a plot beside their themes. It doesn't matter if they don't match up too much yet. They can do it to have variation and interesting plot tools.</p> <p>Step 6: Create a storyboard This step involves sketching. The participants should now have the final plot and create a storyboard. A storyboard is a graphic representation of how the events will unfold in the story. Participants must provide the sketch of the events on some printer/bond paper to be presented later on. The drawings don't have to be perfect as long as they can illustrate the scene clearly, then even stick people will do.</p> <p>Step 7: Presentation of ideas The last step is to present the story to everyone. The participants can post their storyboard along with the written plot tools, themes, and characters.</p>
Debriefing questions	What was the goal of this activity? Do you think you have achieved that? Where did you meet or miss the objectives? What led to this outcome? What should you start/stop/keep doing?
Allocated time	It depends on the amount of time allocated to each step, but it can range from 45 minutes to an hour.
How can this activity be adapted in a different format?	The activity can be done in large groups either face to face, online or hybrid. They can use different interactive online tools such as Jamboard instead of sticky notes and paper. The steps of the activity remain the same.

Notes for the trainer/facilitator	The trainer/facilitator should help the participants to choose the themes for this activity and link them to the topics of social entrepreneurship and self-presentation. If working in a group, facilitate a discussion about the result at the end of the activity.
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World cafe	
Format: (face to face, online, hybrid)	Online
Learning objectives	After completing this activity, participants will be able to: <ul style="list-style-type: none"> • Explore a range of topics and questions. • Communicate their ideas in a way they are comfortable with. • Engage in a discussion and come to a consensus.
Material/equipment needed	Access to a PC and Internet connection, Zoom or other video conferencing tool, Jamboard.
Description of the activity	<p>This activity consists of 3-5 topics. On each theme four to eight people can discuss.</p> <p>Round 1: Each person writes his own ideas/thoughts on a specific topic. After 15 minutes, they move to a different breakout room.</p> <p>Round 2: Participants look at the ideas/thoughts written by the first group. They then add their own and categorize everything.</p> <p>Round 3: Participants are assigned to a breakout room that they have not been before and they discuss where to put each idea/thought in four different categories:</p> <ol style="list-style-type: none"> 1. idea not implemented, but urgent, 2. idea not implemented, not urgent, 3. idea implemented, but still urgent, 4. idea implemented, not urgent. <p>Round 4: Participants select the top three ideas/thoughts from the first and third categories because they are urgent and discuss their importance.</p>
Debriefing questions	What was the goal of this activity? Do you think you have achieved that? Where did you meet or miss the objectives? What led to this outcome? What should you start/stop/keep doing?
Allocated time	This activity should include three or four 15-minute conversation rounds, depending on the size of the group. It can go from an hour to an hour and a half.
How can this activity be adapted in a different format?	The same activity can be conducted face to face or in a hybrid setting using the videoconferencing tool and breakout room option.
Notes for the trainer/facilitator	The trainer/facilitator should engage in a brainstorming activity with the participants to choose the topics or think about them themselves and assign them to the groups. Topics should be related to this Module.

Virtual role-playing activities	
Format: (face to face, online, hybrid)	Hybrid
Learning objectives	After completing this activity, participants will be able to: <ul style="list-style-type: none"> • Listen with understanding and ask thoughtful questions about a certain topic. • Identify/deduce key points for a presentation. • Present an idea concisely in a timely manner.
Material/equipment needed	Access to a PC and Internet connection, Zoom or other video conferencing tool, art materials.
Description of the activity	Online participants should present their imaginary social enterprise to those in presence as if they were at the start-up meeting talking to future investors. They must ask the person presenting questions about their company and about themselves to decide whether they should invest or not. At the end of the activity, they should give feedback to the presenter on what they like about the business idea and where they see an opportunity for growth.
Debriefing questions	What was the goal of this activity? Do you think you have achieved that? Where did you meet or miss the objectives? What led to this outcome? What should you start/stop/keep doing?

Allocated time	10 minutes per presenter
How can this activity be adapted in a different format?	Activity can be done face to face or online.
Notes for the trainer/facilitator	The instructor/facilitator should make sure the feedback is constructive.

Further reading

Resource name	Type	Link
22 Awesome Social Enterprise Ideas and Examples	Website	https://www.thesedge.org/socent-spotlights/22-awesome-social-enterprise-business-ideas
Articles on Social Entrepreneurship	Website	https://www.managementstudyguide.com/social-entrepreneurship.htm
Social Enterprise Business Plan	Website	https://www.propelnonprofits.org/resources/social-enterprise-business-plan/
The Process of Social Innovation	Article	https://d1wqtxts1xzle7.cloudfront.net/32139955/itgg.2006.1.2.145_(1)-with-cover-page-v2.pdf?Expires=1666955323&Signature=GSfxIDhee02X8e0YAw81Z1RYMRxxcbad3906XV001KtC4g-3L03H6apufprP1kzzisp~SdrH9AB3g~a3~0iGpCtIcDswu3L9uFX-EVj-v-SumoQ0zVWNunZJWrx8Qu6xq~2ktkwfaiipXhtnMvGqsdyfwyfEf~PJThF4p6iCDGhH-uD069ITrFdPJJf203gZtMobwG06XDD2JL5zy75Ns11vGDfPf~dTJUwax2L1Bqhc1RcpJB0GBKUvpnuRcPlcSYjISnqsS6Qs9uDvjcFBqdKli010bL6B8BENw2vBnFVXpBnEYw9cKGAMPFqZT8a0YAi-AwkCAsuUeBCL41fUg_&Key-Pair-Id=APKAJLOHF5GGLRBV4ZA
Business Model Canvas Explained	Video	https://www.youtube.com/watch?v=QoA0zMTLP5s
The future is social entrepreneurship Kerryn Krige TEDxJohannesburgSalon	Video	https://www.youtube.com/watch?v=mx9MEuxoWn0&ab_channel=TEDxTalks
Enterprising Nonprofits: A Toolkit for Social Entrepreneurs	Book	https://b-ok.xyz/book/865712/e4017Z
Building social business: The new kind of capitalism that serves humanity's most pressing needs	Book	https://b-ok.xyz/book/5919073/2ff584
The Social Entrepreneur's Playbook, Expanded Edition: Pressure Test, Plan, Launch and Scale Your Social Enterprise	Book	https://b-ok.xyz/book/3364380/8ec3e0
Seven Steps to a Successful Business Plan	Book	http://www.untag-smd.ac.id/files/Perpustakaan_Digital_1/BUSINESS%20LAN%20Seven%20steps%20to%20a%20successful%20business%20plan.pdf



Quiz

Q1. How does a social enterprise differ from any other business?

- a) They seek to make a profit.
- b) They aim to succeed commercially.
- c) They engage in business for social or environmental reasons.**
- d) They only advertise themselves online.

Q2. What is the focus of social entrepreneurship?

- a) The process of development of social problems and solving them through available social entrepreneurship resources.
- b) Overcoming problems for the benefit of society.
- c) Using available resources to create a better society.
- d) All the above.**

Q3. What is Fairphone?

- a) A new variant of the iPhone.
- b) A helpline for problems of discrimination.
- c) An example of a social experiment.
- d) A company that uses principles of social enterprise in the best way.**

Q4. What is a social business plan?

- a) A tool that helps you clarify your idea.**
- b) A tool that helps you identify challenges.**
- c) A tool that helps you monitor your progress.**
- d) A tool that helps you present yourself better online.

Q5. What is the purpose of a social business plan?

- a) To help you monitor the cash flow of your business.
- b) To help you monitor your employees.
- c) To guide you through all important decisions in your business.**
- d) To make others see your business as something important.

Q6. What is the base of a good Market Analysis?

- a) Market shares.
- b) Market goods.
- c) Market research.**
- d) Marketing.

Q7. What should you include in your social business plan?

- a) Questions on how to set up your business.
- b) Answers on how to set up your business.**
- c) Ideas on how to eliminate your competitors.
- d) All the above.

Q8. What is the main goal of a presentation?

- a) To entertain yourself.





- b) For you audience to hear and receive your message.**
- c) To give your audience a detailed description of what your business does.
- d) To record a video for social media.

Q9. How can you engage your audience while making a presentation?

- a) Having them vote.**
- b) Ask for a round of applause after making an important point.
- c) Ask them to sum up your key points.**
- d) Have them tell you which part of your presentation they like the most.

Q10. What should the information in your SWOT analysis be used for?

- a) For development of your digital marketing plan.**
- b) For reminding yourself of all the good personality traits you have.
- c) For learning why you are better than your competition.
- d) For making it part of your digital marketing plan.



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