

SOCIAL ENTERPRISE LAUNCHPAD

STEPS TO STARTUP

Plan, Build and Launch a Business that Matters

Program Roadmap



ABOUT THE PROGRAM

Steps to Startup is a world-leading startup program that helps you to plan, build, and launch a successful social enterprise.

It's an interactive, video-based training program that you complete online and at your own pace. The program guides you through the entire startup process, with actionable tools, templates and tips at every stage. You can learn with a global community of social entrepreneurs and coaches, and can ask questions and get feedback at any time.

If you want to build your social enterprise quickly and as part of an incredibly supportive online community, **Steps to Startup** is for you.

YOUR STEPS TO STARTUP

We guide you through a series of foundational courses that will enable you to design, test, adjust and launch your social enterprise.

- 1. Defining The Problem**
- 2. Planning Your Social Impact**
- 3. Building Support For Your Cause**
- 4. Testing Ideas On A Small Scale**
- 5. Finding Your Customers**
- 6. Designing Your Business Model**
- 7. Securing The Funding**
- 8. Getting Ready For Take-off**

1. DEFINING THE PROBLEM

Every social entrepreneur starts out determined to solve a social or environmental problem. Find out how to validate the seriousness and extent of the problem that moves you, how to get to its root cause and effect on people, and how you can find the right solution.

MODULE 1: FINDING YOUR PROBLEM

- Identify a social problem you are passionate about
- Frame the problem in the context of global challenges
- Define the target group(s) affected by the problem

MODULE 2: STARTING WITH THE EXISTING EVIDENCE

- Learn the basics of secondary research
- Gather and compile evidence from existing sources
- Organise and review the information gathered
- Reflect on what you have learned about the problem

MODULE 3: FILLING GAPS IN KNOWLEDGE

- Learn the basics of primary research
- Conduct interviews with your target group
- Explore the evidence from interviews
- Revisit your assumptions about the problem

MODULE 4: MAKING SENSE OF THE PROBLEM

- Develop your problem statement
- Identify the root causes of the problem
- Define the specific needs of your target group
- Identify who else is tackling the problem
- Commit to finding the right response

Complete this step with a full understanding of the problem you're committing to, with a clear (evidence informed) outline of the scale, seriousness and effects for identified your target group.

2. PLANNING YOUR SOCIAL IMPACT

So a need exists, but how will the world be different and better because of *your* efforts? Find out how to plan for social impact, how to communicate your 'theory of change' to stakeholders, and how to get focused on the results you must deliver and account for.

MODULE 1: STARTING FROM YOUR MISSION

- Learn why having a purpose really matters
- Consider the change you will make in the world
- Get inspired by the mission of others
- Build a clear and compelling mission statement

MODULE 2: UNDERSTANDING YOUR THEORY OF CHANGE

- Find out why social and environmental impacts occur
- Describe the underlying 'Theory of Change' for your work
- Map out the expected chain of cause and effect

MODULE 3: BUILDING YOUR LOGIC MODEL

- Learn how to use a Social Impact Canvas
- Precisely define the intended impact of your work
- Describe your priority social or environmental outcomes
- Set performance indicators to help measure success
- Identify the strategies that will drive progress and impact

Complete this step with a one-page Social Impact Plan, enabling you to communicate simply and clearly to others the difference you will make, and the ways you will deliver and measure success.

3. BUILDING SUPPORT FOR YOUR CAUSE

While you're now committed to a world-changing mission, you don't need to act the hero or go it alone. Find out how to build a strong core team, develop your network, recruit influential allies, and mobilise an army of supporters behind your cause.

MODULE 1: KNOWING YOUR STAKEHOLDERS

- Learn about the ecosystem of support you will need
- Identify the main stakeholders that will help you succeed
- Prioritise your stakeholder engagement efforts

MODULE 2: FORMING YOUR CORE TEAM

- Learn the essentials of building an effective team
- Seek out or extend your founding team
- Put in place an advisory board for your venture
- Involve beneficiaries in appropriate ways

MODULE 3: DEVELOPING YOUR NETWORK

- Understand the power and dynamics of networks
- Extend and leverage your personal network
- Systematically build your professional network

MODULE 4: BUILDING SUPPORT FOR YOUR CAUSE

- Learn how to build a social movement
- Take action to find and connect with your tribe
- Quickly grow your community online

Complete this step with a clear and actionable plan, outlining how you will build your team, extend your networks, as well as create excitement and a following around your idea.

4. TESTING IDEAS ON A SMALL SCALE

You're on your way, but why waste time, money, and energy on ideas that will flop? Find out how to generate an abundance of social enterprise ideas, select a winning concept, and continually test and adapt it based on customer feedback.

MODULE 1: FINDING IDEAS THAT INSPIRE

- Learn about techniques to generate great ideas
- Rapidly brainstorm ideas for your social enterprise
- Involve others to find the right ideas

MODULE 2: ASSESSING THE FEASIBILITY

- Set effective criteria to choose between competing ideas
- Get a first-level indication of the potential of your ideas
- Carry out a rapid feasibility assessment
- Select a social enterprise idea for further testing

MODULE 3: CREATING A MINIMUM VIABLE PRODUCT

- Learn about lean startup principles
- Take inspiration from other lean startups
- Design a Minimum Viable Product to take to market

MODULE 4: TESTING, ITERATING AND FAILING FAST

- Collect user feedback from rapid testing
- Embark on cycles of validation and learning
- Consider necessary pivots

Complete this step equipped to find a winning social enterprise idea, with a framework that will enable you to design, test and adjust your idea quickly and with confidence.

5. FINDING YOUR CUSTOMERS

Customers quickly become the lifeblood of your business. Find out how to find your ideal market and customers, define the qualities that separate you from the competition, and show customers why they should buy from you.

MODULE 1: GETTING STARTED WITH CUSTOMERS AND VALUE

- Find out the role customers play in business success
- Identify what matters most to potential customers
- Systematically consider the 30 elements of customer value

MODULE 2: IDENTIFYING AND SEGMENTING CUSTOMERS

- Rapidly identify your target market, its size and potential
- Categorise your market into actionable segments
- Find your ideal customer segment

MODULE 3: UNDERSTANDING YOUR CUSTOMERS

- Learn the importance of customer empathy
- Conduct customer development interviews
- Build and apply customer personas

MODULE 4: SIZING UP THE COMPETITION

- Define your customer's purchasing priorities
- Identify the competitive alternatives
- Gauge the strength of your competition

MODULE 5: DEVELOPING YOUR VALUE PROPOSITION

- Identify the unique value you will bring to customers
- Find out how to use a Value Proposition Canvas
- Develop a compelling value proposition

Complete this step with a clear understanding of who your customers are, how you will reach them, and what will convince them to buy from you over the available alternatives.

6. DESIGNING YOUR BUSINESS MODEL

There are suddenly a lot of moving pieces to think about. Find out what the essential components of a successful social enterprise are, how they fit together, and how to consciously design a business that achieves both impact and profit.

MODULE 1: SOCIAL ENTERPRISE BUSINESS MODELS

- Learn more about the potential of social enterprises
- Consider the necessary trade-offs between mission and money
- Identify the main components of your business model

MODULE 2: TYPICAL BUSINESS MODELS

- Find out more about the four main business model types
- Take inspiration from successful business models elsewhere
- Consider the implications for your social enterprise

MODULE 3: DESIGNING YOUR BUSINESS MODEL

- Review the 12 foundations of a successful social enterprise
- Find out how to use a Social Business Model Canvas
- Develop and apply the Business Model Canvas
- Continue to refine the main aspects of your business design

MODULE 4: REPLICATING AN EXISTING BUSINESS MODEL

- Learn about the range of replication opportunities available
- Assess different franchising and licensing opportunities
- Consider whether to pursue an off-the-shelf business model

Complete this step with a one-page business model outline, enabling you to visualise, actively manage, and clearly communicate the design of your social enterprise.

7. SECURING THE FUNDING

You reach a point where outside finance is necessary to fuel your ambitions. Find out how much money you will need to really get going, how to navigate the financing options available and risks associated, and how to secure the startup funding you require.

MODULE 1: FINDING THE RIGHT FINANCIAL MODEL

- Systematically consider possible sources of revenue growth
- Work out how your costs should be structured
- Outline your strategy to reinvest profit for the common good

MODULE 2: FIGURING OUT HOW MUCH FUNDING YOU NEED

- Learn about the likely finance gap you will face at startup
- Make an accurate monthly cash flow forecast
- Calculate how much money you will need to get off the ground

MODULE 3: SOURCING THE START-UP FUNDING

- Assess whether you can put in your own money
- Identify crowdfunding and grant-funding opportunities
- Consider debt finance and how much risk to take on
- Determine whether equity investment is feasible

MODULE 4: MAKING YOUR PITCH TO INVESTORS

- Learn about the mindset and needs of lenders/investors
- Identify the main messages to communicate to potential funders
- Design a clear and compelling pitch for funding

Complete this step with a clear financial plan - covering when you can expect your social enterprise to make money, how much money you will need to get you there, and how you to bridge the funding gap.

8. GETTING READY FOR TAKE-OFF

You're ready to fully launch your enterprise after successful testing. Find out how to keep it legal, stay on top of the money and inevitable red tape, execute an effective launch plan, and build an identifiable brand.

MODULE 1: FINDING THE RIGHT STRUCTURE

- Consider the range of legal forms your venture can take
- Weigh up the pros and cons of formally registering as a company
- Decide on the form of incorporation that will work best for you

MODULE 2: TAKING ON EMPLOYEES

- Determine the right time to hire your first employee
- Work through the implications of becoming an employer
- Consider alternative employment options and recruitment tactics

MODULE 3: GETTING FINANCIAL SYSTEMS IN PLACE

- Choose the right booking keeping system for you
- Decide when and how to work with accounting professionals
- Consider accounting software that might meet your needs

MODULE 4: DEALING WITH THE RED TAPE

- Set up an appropriate business bank account
- Apply for relevant business insurance, permits and licenses
- Get adequate protection for your intellectual property
- Find a place to work from that will meet your needs

MODULE 5: LAUNCHING ONTO THE SCENE

- Build a brand identity and online presence
- Consider alternative media and advertising channels
- Develop and execute your launch plan

Complete this step with your ultimate launch checklist; all the pieces you will need to get off to the strongest start possible.