

TEACHING ENTREPRENEURIAL THINKING

ADDITIONAL MATERIALS

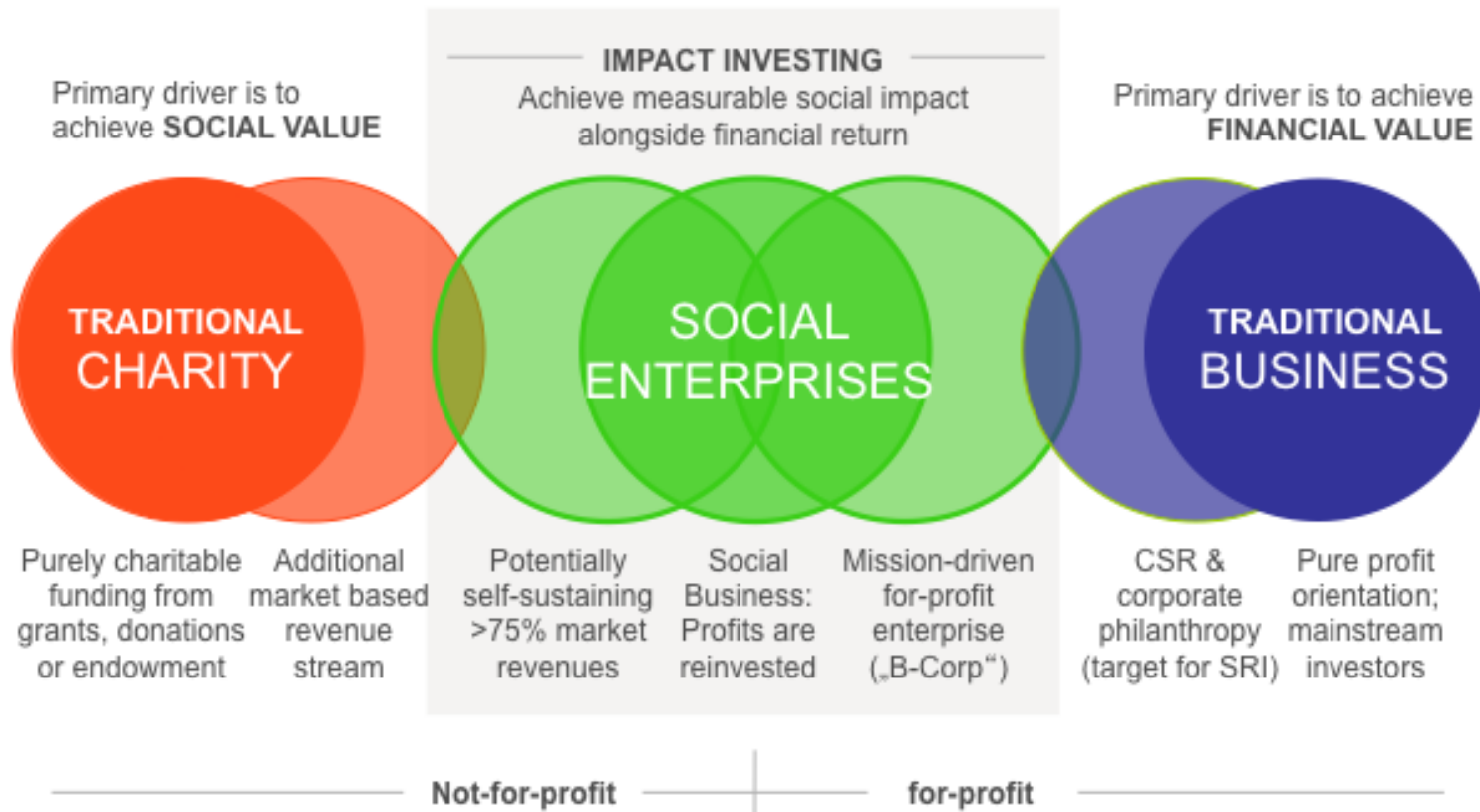


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ON THE SOCIAL INCLUSION PART

The business model spectrum revisited



Source: Adapted from J. Kingston Venturesome, CAF Venturesome, and EVPA.

**Social
entrepreneurship
spectrum**

Characteristic features of social enterprises

A clear social mission

Hybrid organizations; combining social and economic goals, social and market logic

Own economic activity and revenue generation

Community based and community oriented

Relying on cooperation and networks

Innovative

Implementing social change

Various legal forms (depending on country)



ENTREPRENEURIAL MINDSET DEVELOPMENT

TOPIC 1



Growth versus fixed mindset

GROWTH MINDSET

Is Freedom



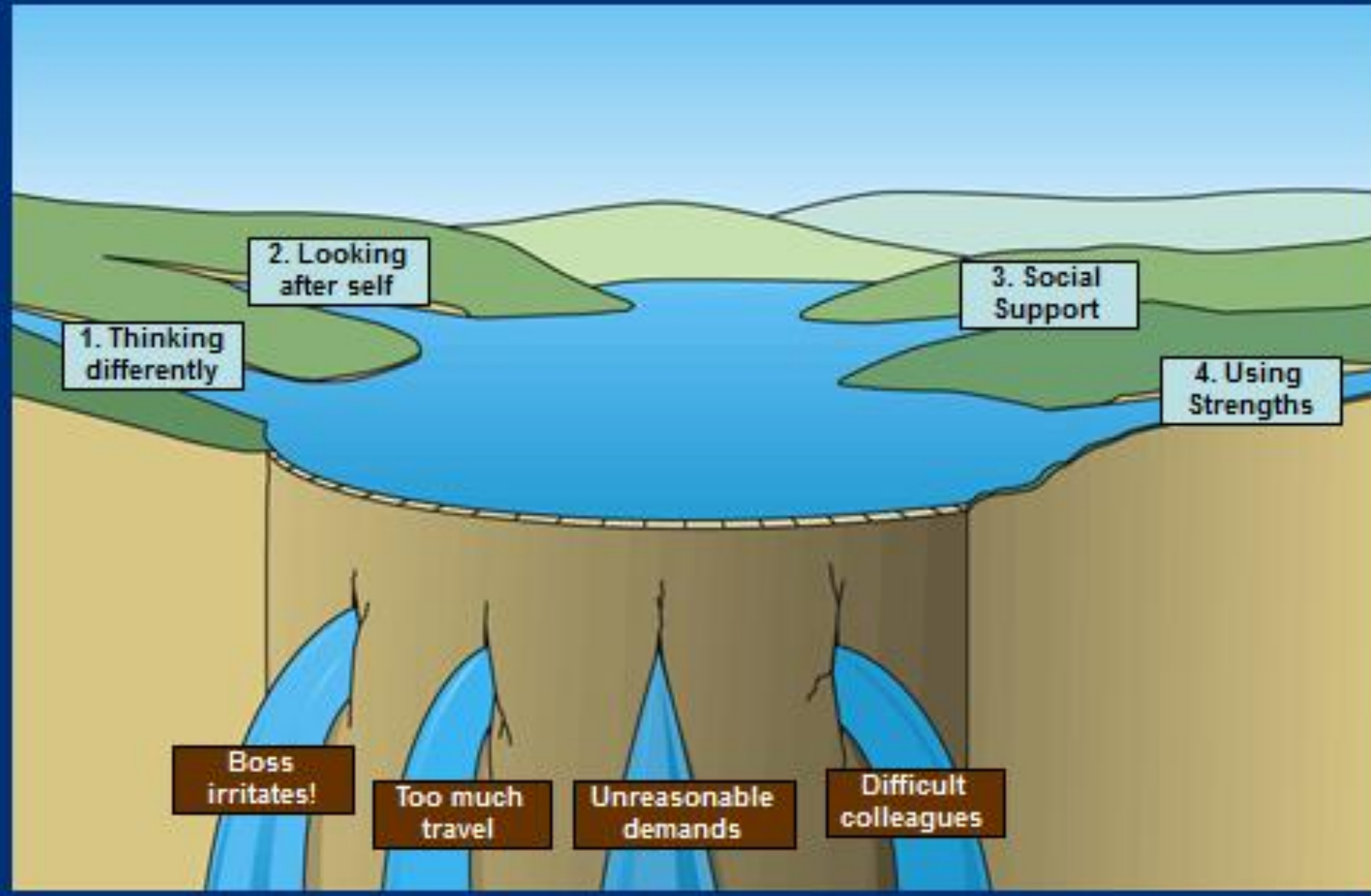
FIXED MINDSET

Is Limiting

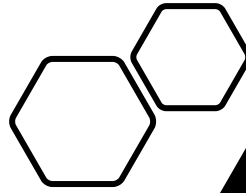


@BigLifeJournal

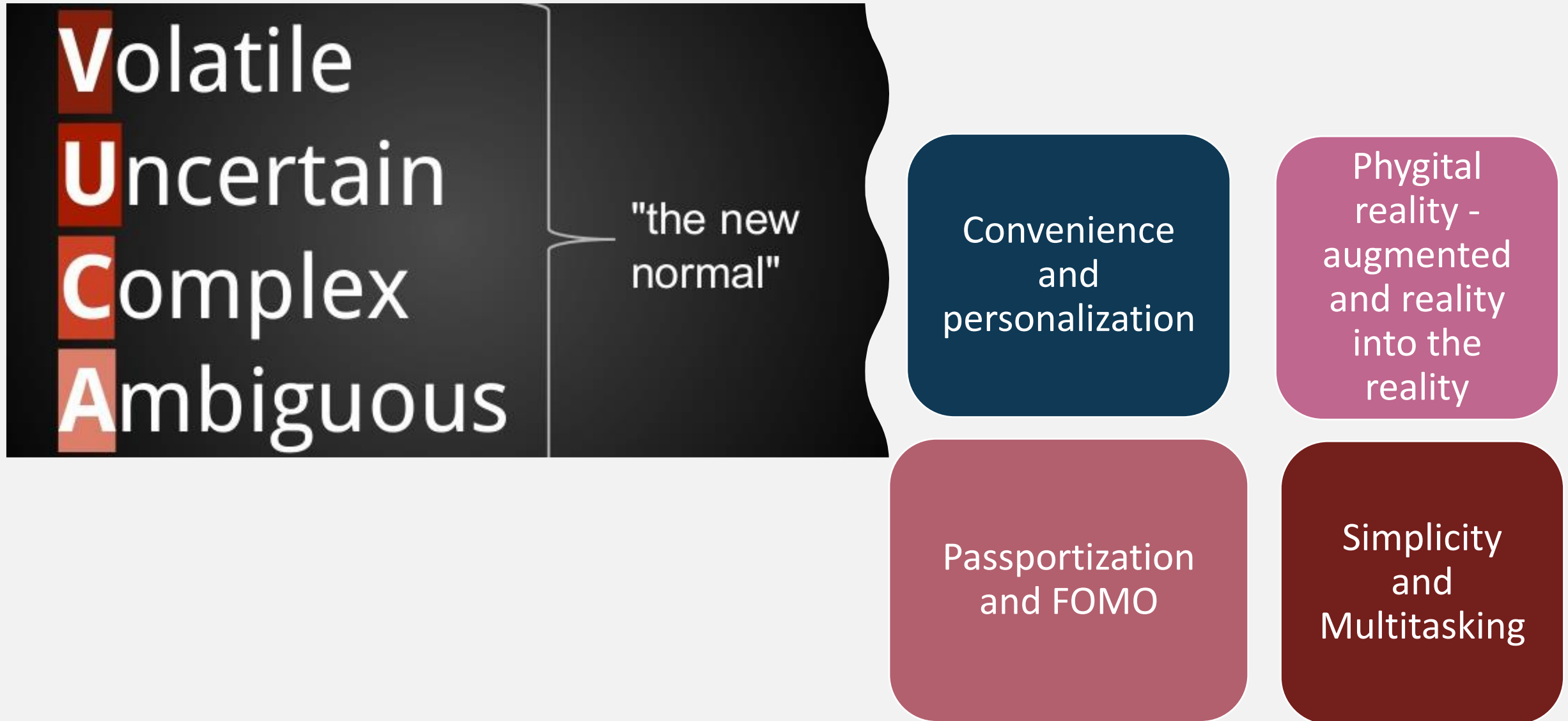
The Reservoir of Well-Being



**“There is nothing
either good or bad
but thinking makes
it so”.**



A world inviting for experimentation

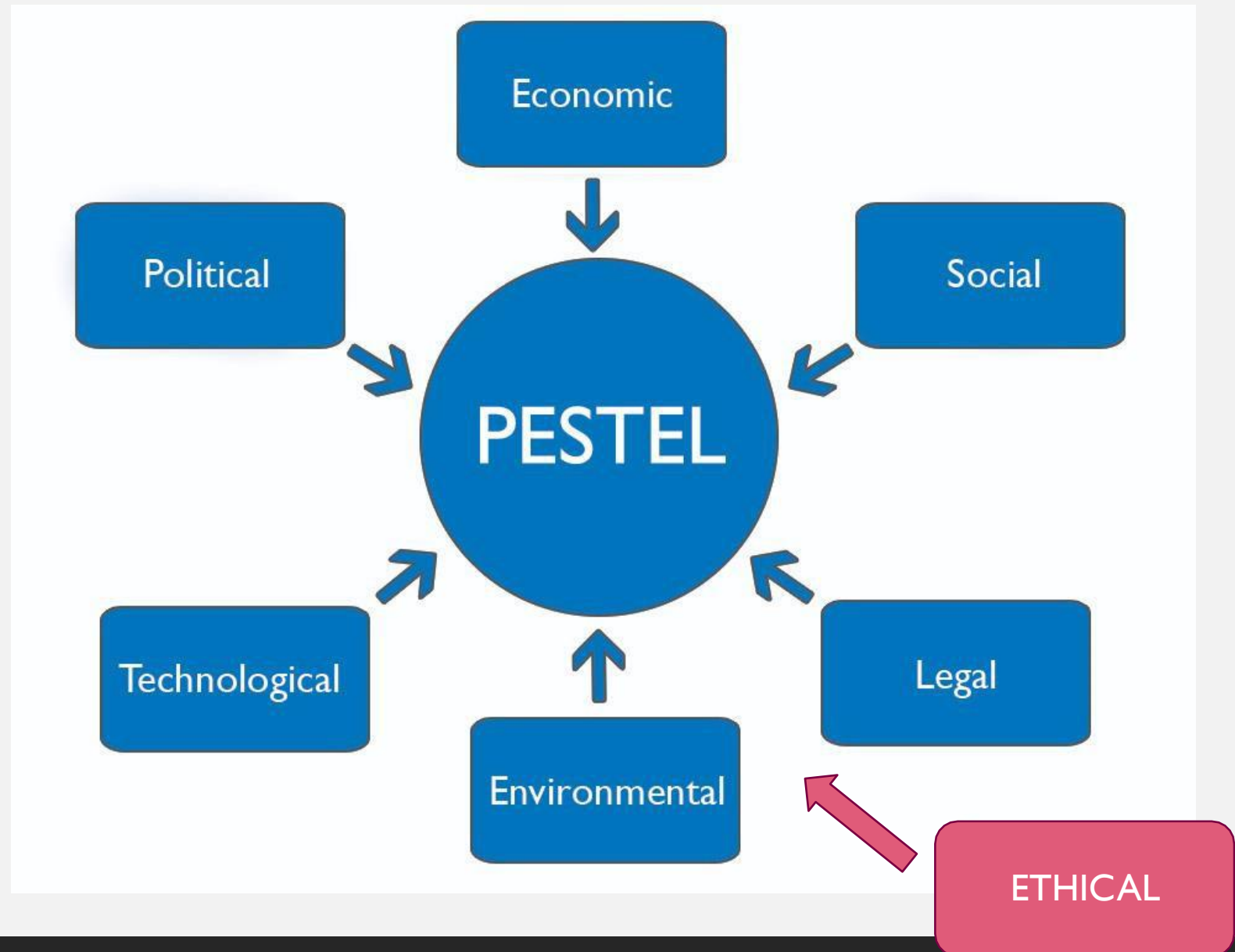


BUSINESS IDEA GENERATION

TOPIC 2



PESTEL(E) ANALYSIS



POLITICAL FACTORS



POLITICAL STABILITY

TAX POLICY

TRADE RESTRICTIONS

ECONOMIC FACTORS

BUSINESS CYCLE

PURCHASING POWER

GROSS DOMESTIC
PRODUCT (GDP)

ECONOMIC GROWTH

UNEMPLOYMENT





SOCIAL FACTORS

NORMS/STANDARDS AND
VALUES

LIFESTYLE

RELIGION

EDUCATION

GENDER

TECHNOLOGICAL FACTORS

PRESENT
TECHNOLOGY

AUTOMATION

RESEARCH &
DEVELOPMENT(R&D)

PATENTS





ENVIRONMENTAL FACTORS

WASTE REGULATIONS

CLIMATE

EMISSION

SUSTAINABILITY

WEATHER CONDITIONS



LEGAL FACTORS

LEGISLATIONS

INTELLECTUAL PROPERTY

CONSUMER RIGHT AND LAWS



ETHICAL FACTORS

FAIR TRADE

SLAVERY ACTS

CHILD LABOUR

	HELPFUL	HARMFUL
INTERNAL		
EXTERNAL		

SWOT ANALYSIS

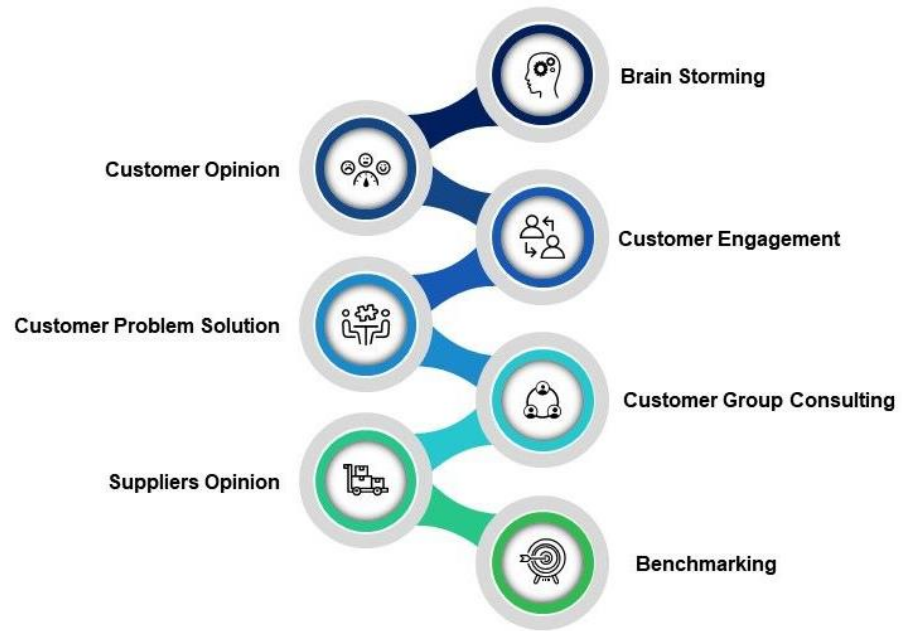
S – STRENGTHS

W – WEAKNESSES

O – OPPORTUNITIES

T – THREATS

7 Business Idea Generation Steps



This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

Business case

How to elaborate upon the business idea and evaluate it?

Problem Statement



WHAT IS THE BIG AND GROWING PROBLEM?



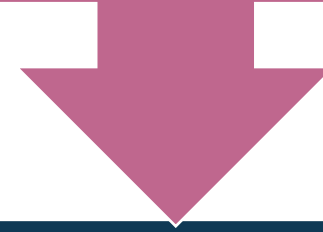
WRITE A COMPELLING PROBLEM STATEMENT AND SHARE AN ANECDOTAL STORY TO BRING THE SCOPE OF THE PROBLEM AND BURNING PLATFORM TO LIFE.

Business Pitch Template

Business Pitch Topic	Guiding Questions
1. Problem Statement	What is the big and growing problem?
2. Solution (Elevator Pitch)	What's the vision or opportunity?
3. Market / Customer Validation	How do you know there's an opportunity?
4. Market Size	How big is the opportunity?
5. Idea Validation	How have you tested your key assumptions and validated the idea with real customers?
6. Product / Service Overview	What are you providing, selling, or doing that solves the problem?
7. Business Model	How will you create a sustainable financial model (e.g., make money in defensible ways)?
8. Go-to-Market Strategy	What is your "adoption strategy" to gain scale?
9. Competition	Who is the competition and what makes your solution better?
10. Competitive Advantage	How will you ensure competitive differentiation and defensibility of the business?
11. Financials	What are your 5-year base, best, & worse case projections, and the key assumptions behind them?
12. Team	What distinguishes your team and its ability to succeed?
13. The "Ask"	What do you need to drive the business opportunity forward at this time?
Appendix	What insights and data back up your pitch?

The Solution

What's the 10x opportunity?



In a single sentence, share exactly what you are you proposing. Include supporting images to convey the scope and scale of the need and opportunity.

Market & Customer Validation



How are customers accomplishing their jobs to be done today and what will make this solution 10x better?



How did you Minimal Viable Product (MVP) validate this new solution quantitatively and qualitatively?

Market Size

01

How big is the market opportunity?

02

What customer segments are the sweet spot?

03

What is the size of the prize if you're successful?

MVP Validation



How have you tested your key assumptions and hypotheses to validate the opportunity?



How do you now know – through quantitative and qualitative data – that there's a real need and opportunity?



What direct customer insights do you have?



What have you done and how does your current approach reflect this learning?

References

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- ❖ The Reservoir of Wellbeing <https://www.robertsoncooper.com/blog/how-different-aspects-of-your-work-and-life-can-affect-your-wellbeing-reservoir/>
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- ❖ Top leadership qualities <https://2021.ai/top-10-critical-leadership-skills/>

thank
you