

*Progressing and prioritising
your venture*



*Social Innovation & Strengthening problem solving
Considering your next steps via a 7 point plan*

Social and Community Venture Support

- **Social Innovation techniques and improved problem solving** (40 mins)
 - Nickala Torkington, Flourish Together

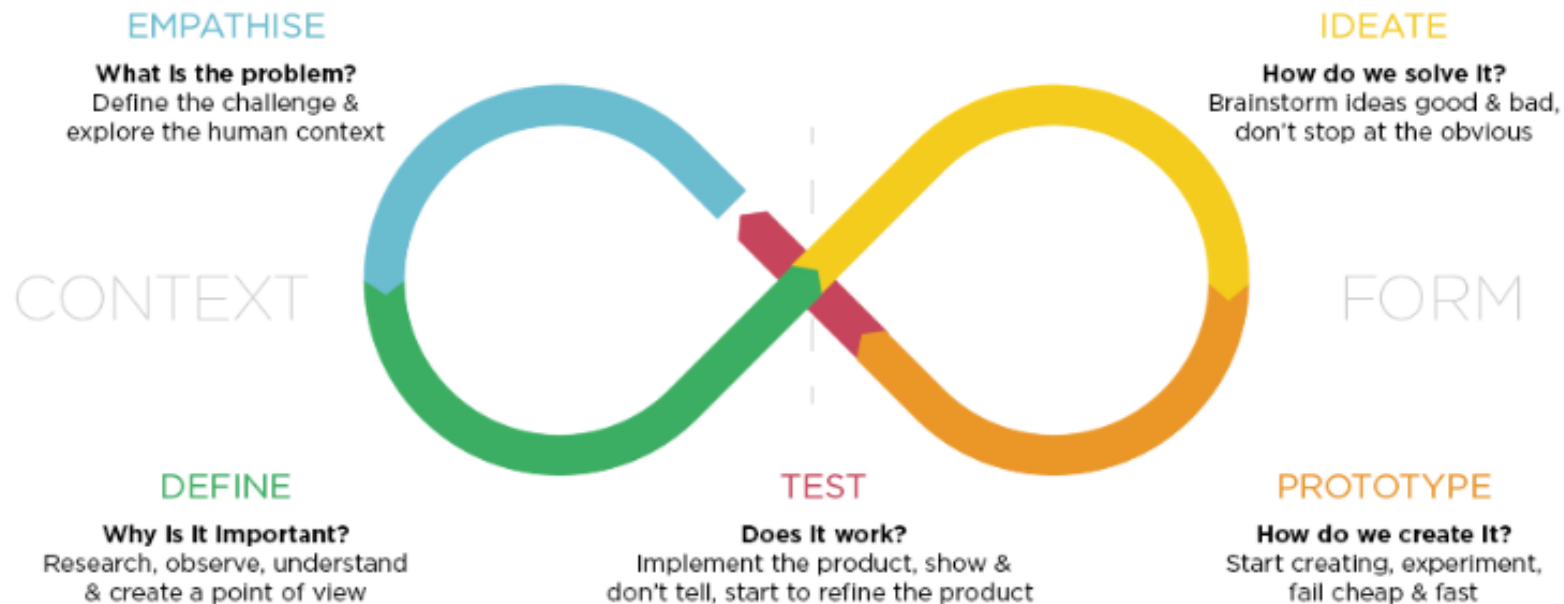
5-10 Min Comfort Break

- **7 Steps to moving your idea/venture forward** (40 mins)
 - Naomi Timperley

Refining solutions to social issues

DESIGN THINKING

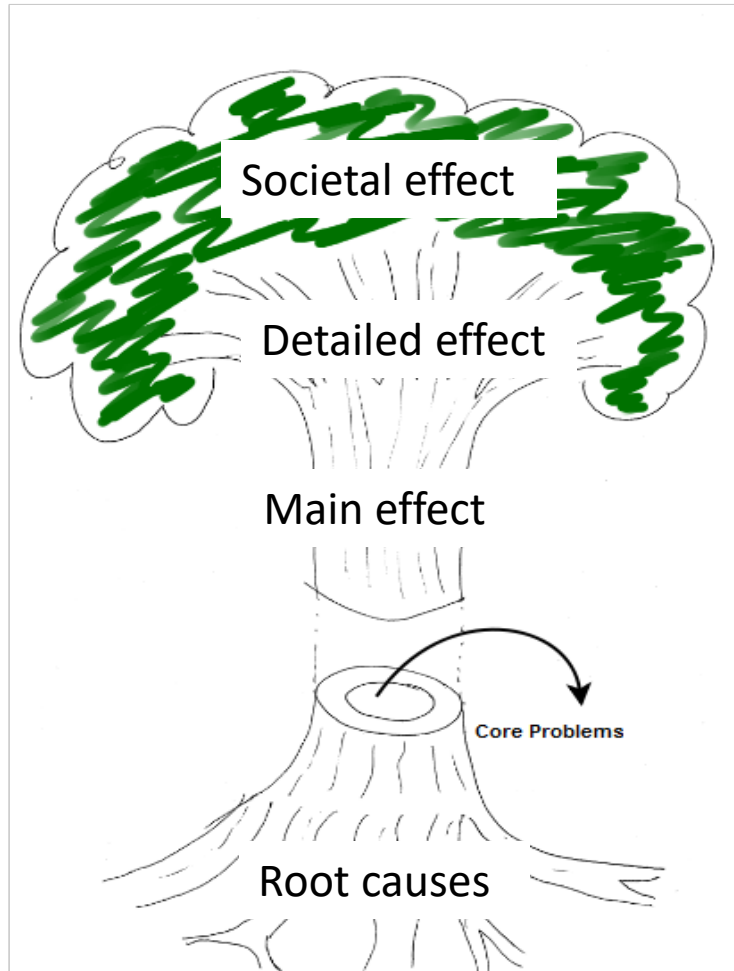
A FRAMEWORK FOR INNOVATION



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Identifying Social Issues and needs

.....Problem Tree



Considering the Issue

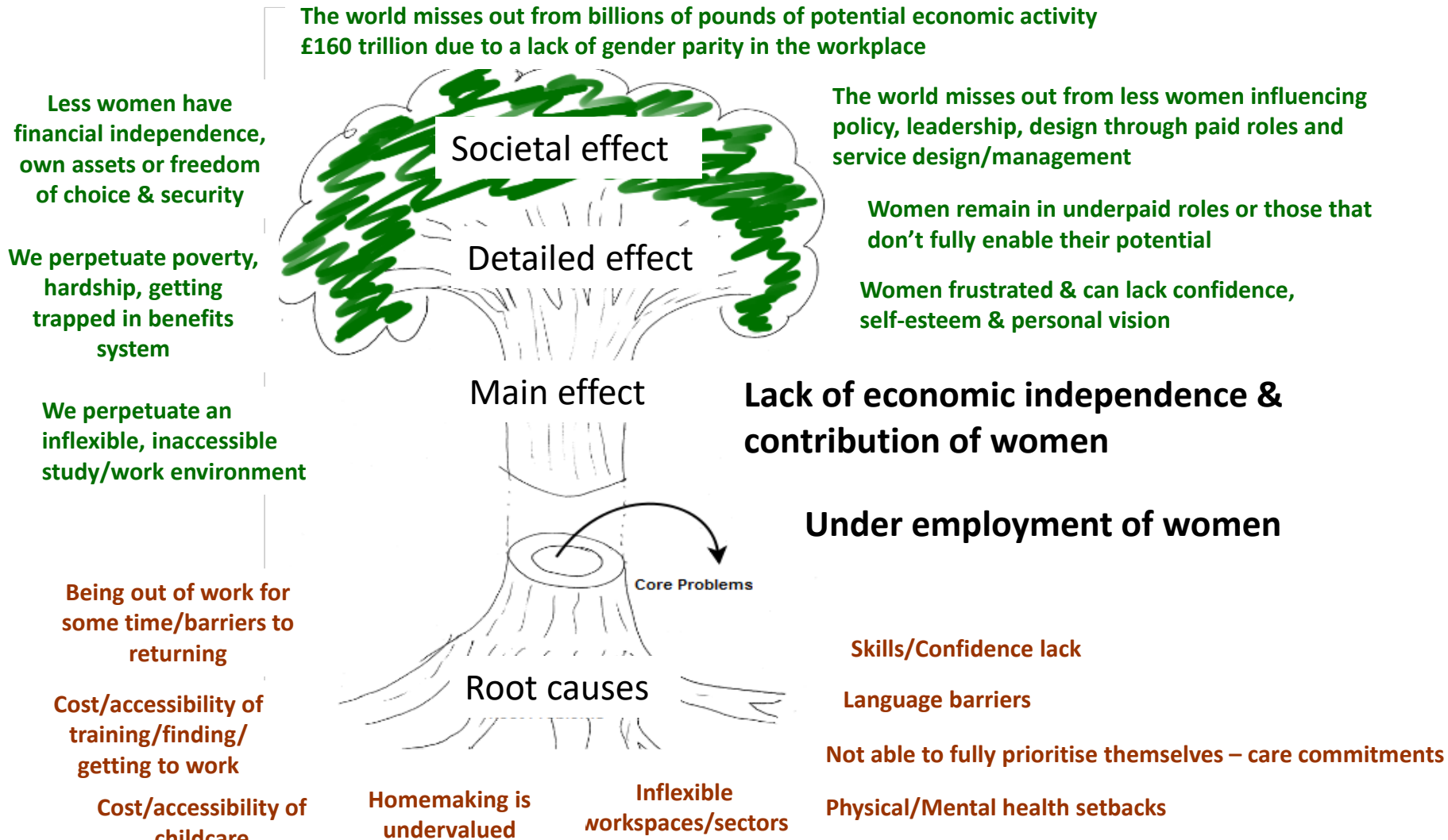
- A) What is the Core Issue that your idea/org/programme seeks to address?
- B) Back track and consider what are the route causes of this issue
- C) What are the wider effects this issue leads to – for you (main effect) for wider themes or groups, for society?

Focussing on how you could make a difference

- 1) Where are solutions/services already strong
- 2) Where are the gaps/opportunities and where would ideas and solutions have most impact?
- 3) How can/does your organisation seek to address this in a small or large way?
Core/Additional?
- 4) What next steps could your organisation or a wider partnership collectively take next to have maximum efficiency and effectiveness?

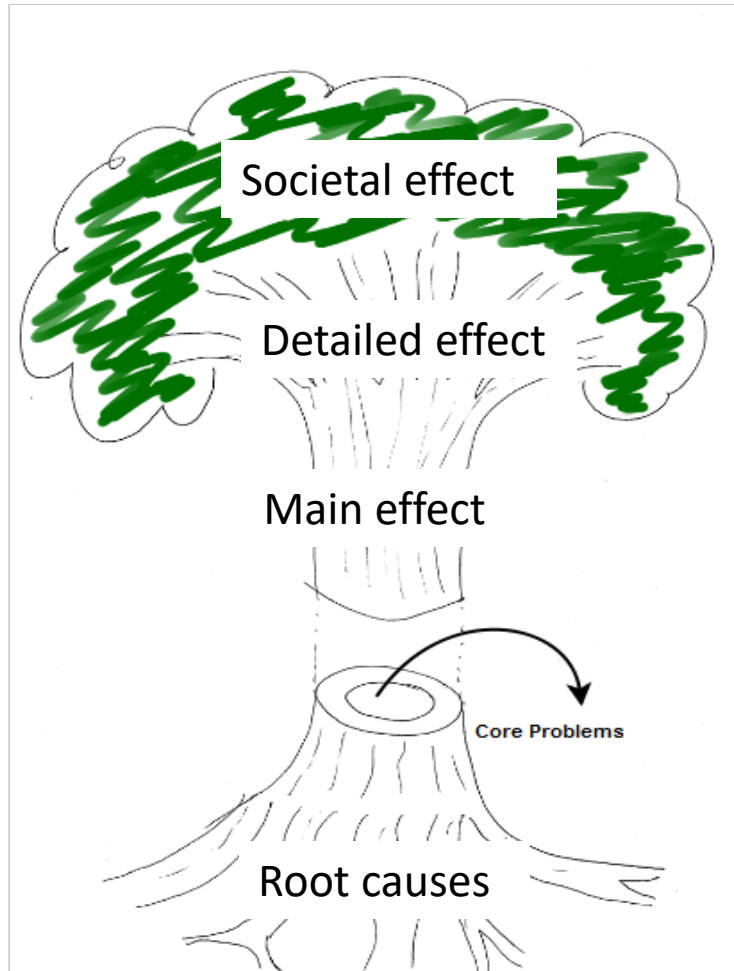
Identifying Social Issues and needs

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Individual thinking & Group Reflection

.....Problem Tree



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Comfort break

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PART TWO -7 steps to moving your idea/ venture forward

1. Take Stock
2. Refine your idea
3. Do some research
4. Make a plan
5. Think about the legal structures and considerations
6. Fund your next steps (venture/project/idea)
7. Detailed operational plans and your wider team

PART TWO -7 steps to moving your idea/ venture forward

1. Take Stock

What are your next steps? Money, freedom, flexibility, solving a problem?

What are your skills and capabilities? How do you compare to others?

Are you going to provide a service or a product?

Will it be part-time? Or full-time? Core or additional to your business?

Who will lead it and will you need partners?

7 steps to moving your idea/ venture forward

2. Refine your idea/plans - using a social business canvas!

SOCIAL ENTERPRISE CANVAS

Mission Statement What is your unchangeable goal and purpose? This should be rooted and connected with your personal mission. Measure all your decisions and pivots to make sure they are supporting this Mission.					+ Externalities Who else benefits from what you are doing and how? Whom are you helping? Looking at this can highlight potential additional revenue streams by trying to capture some of this value.
Problem What are the critical problems of the target group? (From their perspective?)	Key Activities What are the key activities that we perform?	Value Proposition What value do we deliver to our target group? (from their perspective)	Beneficiary Relationships What kind of relationship? From personal to automated.	Beneficiaries For who are we creating value? Who are 'early adaptors'? (People who need our solution most and are most likely to adapt it.)	
Solution How to you solve these problems?	Key Metrics What are the numbers we measure to know if we are successful or not? Consider both social impact and financial metrics. The less the better.		Channels How do we gain access to the target group? How do we deliver the good or service?	Key Partners Who are our key partners? Which key activities are they performing?	
Cost Structure What are the key elements of our costs?		Financial Sustainability What are the different sources we tap to generate income?			

The Social Enterprise Canvas is based on Osterwalder's Business Model Canvas as well as Mauryas Lean Canvas. I extracted the fields from both models that, based on our experience are the most important ones for a Social Enterprise in the Start Up phase. Additionally I added the "Mission Statement" box to ensure that the entrepreneur considers the impact of his iterations on his mission which is critical for social enterprise. The other addition are the + and - Externalities. Positive Externalities can point to additional resources and mission centric organisations should identify and minimize negative externalities.

7 steps to moving your idea/ venture forward

3. Do some research – to inform your canvas, bids, marketing and more

Who will buy your product or service?

Who are your competitors?

How easy is it to get a customer?

Is your method of communicating with customers and beneficiaries similar or different?

Map your customers, beneficiaries or stakeholders

What makes you attractive to a customer, beneficiary or stakeholder?

7 steps to moving your idea/ venture forward

4. Make a SMART plan

Develop a roadmap for your organisation – the things you need to do to reach your goals

Set milestones and assign names to tasks to make sure you and others are accountable

Depending on the plans you have in place, you may need to focus on a financial plan, operational plan, funding plan, marketing plan or impact reporting plan.

7 steps to moving your idea/ venture forward

5. Think about the legal structures and considerations

Is your governance model working for you?

Have you got appropriate policies, procedures and agreements in place?

And other things such as accountancy, insurance etc.

7 steps to moving your idea/ venture forward

6. Fund your next steps (venture/project/idea)

What resources do you already have in place and what else is needed (fully costed)?

What are your investment and funding options?

What does your governance and legal structure enable?

If working in collaboration, do you need to be the lead partner or are you best to play a supporting role?

How to you build in the time to search, sift and write bids/tenders or develop your sales channels?

7 steps to moving your idea/ venture forward

7. Detailed operational plans and your wider team

Is this happening from home office, co-working space, ad hoc hired space or your own premises?

Have you the staff and volunteers in place to start? If not how will you recruit?

Will you be working with wider teams of people, associates, partners?

How will you be measuring the performance of your operational and financial plans?