



PROCESS

1. Defining the cause
2. Develop Business Plan
3. Redo 1. and 2. until feasible
4. Work on externalities

monon: **YouLEAD**

STEP 1: DEFINE THE CAUSE

- Different canvas for different types
- Start from the middle ...
 - Go back and forth between the fields
- Spend 1 hour filling the cause now

monon: **YouLEAD**

TYPE A – CAUSE CANVAS

- Problem in 5 sentences
- Cause of problem
 - Regulation / state
 - Norms, values
 - Market
- Beneficiaries
 - Early adopters
- Human Needs
 - Solvable through market
- Market limitations
- Minimum Viable Product



TYPE B – CAUSE CANVAS

- Why Social Employment
 - How many people affected
 - How many people employed
- Affected Group & Effects
- Why not employed
- What will they bring
- Special needs
 - Time / spatial / skills
- Investment needed
- Special HR policies



TYPE C – CAUSE CANVAS

- Problem in 5 sentences
- Innovative Distribution Channels
- Forced Self-Employment
- Disadvantage of Suppliers
- Place in Supply Chain changed
- Integral Approach
- Special Case
 - Sharing economy
 - Cooperative



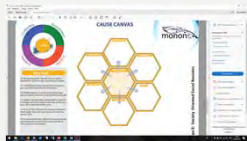
TYPE D – CAUSE CANVAS

- Do a rough life cycle assessment ...
 - Where can you reduce the environmental impact?
 - Is there a cradle-to-cradle



TYPE E – CAUSE CANVAS

- Problem in 5 sentences
- Activities
- Control Organs
- Message Integration
- Profitable Business
- No Social Harm
- No Environmental Harm

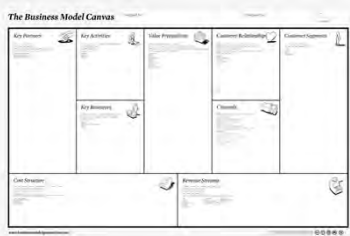


ASSIGNMENT

- Take 1 hour time and develop the Cause Canvas of your Social Business

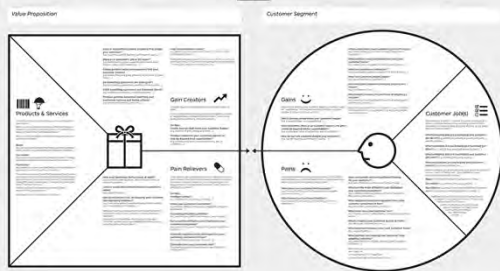


STEP 2: BUSINESS MODEL



VALUE PROPOSITION

The Value Proposition Canvas



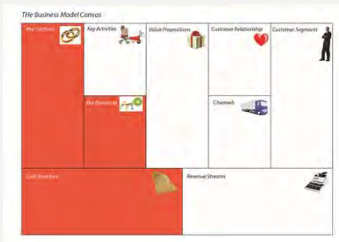
TYPE A – CUSTOMER ORIENTED



TYPE B: EMPLOYEE ORIENTED



TYPE C: SUPPLIER ORIENTED



TYPE D – ENVIRONMENTAL MODEL



TYPE E – SERVICE SUBSIDIZATION MODEL



FINANCIAL MODEL

- 1 year
- Which revenues will you have (specify products, amounts and prices)
- Which costs will occur
 - One time investment
 - Monthly operating costs
- Suggesting an excel with cross formula (increase in revenue increases costs for raw material, etc.)



GROUP ASSIGNMENT

- develop your Business Model now
- Start from the areas, where your Social Businesses focus point is
- Value Proposition matters for every social business !!!!
- Only roughly outline the main finances ...