



ETCO

EMPOWERING TEACHER COMPETENCE
TO PROMOTE SOCIAL ENTREPRENEURSHIP
IN EUROPEAN SCHOOLS



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DEVELOPING A SOCIAL ENTERPRISE BUSINESS PLAN



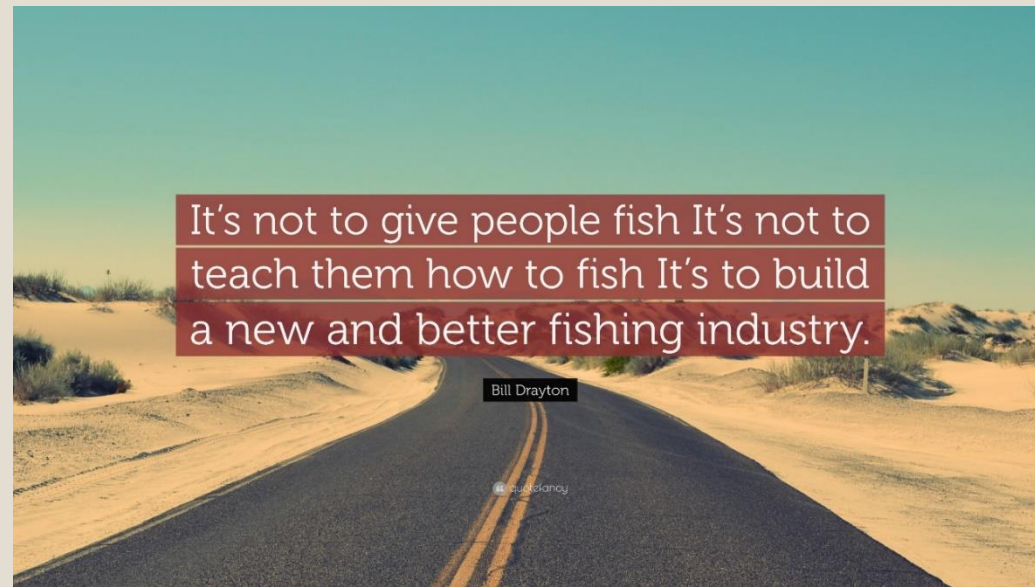
SINAV KOLEJİ

Content

- Bill Drayton
- What is social entrepreneurship?
- How does social entrepreneurship differ from other startups?
- In which regions of the world are social enterprises most established?
- How can we implement and develop social entrepreneurship?
- Business plans for social enterprises.

Bill Drayton

- Bill Drayton is the first person in the world to use the words "social enterprise" and "social entrepreneur". He is also the founder of Ashoka, the world's first and largest social entrepreneur network.



What is social entrepreneurship?

- Social entrepreneurship aims to solve the primary social problems without prioritizing material benefit and profit, and to eliminate the problem.



- Just like commercial entrepreneurs, they see what others cannot see, create new opportunities, change systems and find solutions to important problems of society by finding new approaches.



- Social entrepreneurs use many different tools on their journey. While some lead social movements without establishing any institution, some work with non-governmental organizations, some with cooperatives, and some with social benefit company structures called social enterprises.



- If we talk about the issues that social entrepreneurship mainly focuses on; “alcohol, smoking, substance abuse; environmental problems, housing rights, unemployment, women's rights and violence against women, human rights”.



To give an example of the past practices of social entrepreneurship in Turkey;

- We can count Zeynep Kamil's implementation of Zeynep Kamil Hospital, which provides treatment on gynecological and pediatric diseases in 1862.
- And the establishment of Darüşşafaka in 1863.

An example of social entrepreneurship in education 'Darüŝŝafaka'



- Darüşşafaka is a free, boarding, coeducational institution founded in 1863 in Istanbul.
- It was founded by Darüşşafaka Society, which started its activities in 1863 as Turkey's first non-governmental organization in the field of education.

- In the institution, which literally means "the nest of compassion", nine-year, full-scholarship, boarding education is given to students whose father or mother is dead, who have insufficient financial means, and who are selected by exam.



- The content of the education has changed since its establishment according to the requirements of the age. Those who graduated from this institution, which sometimes functioned as a telegraph engineer and sometimes a teacher training school, between 1873 and 1884 were considered college graduates.



- Today, the school continues its education in its building in Maslak; The high school section is named "Private Darüşşafaka High School" and has college status. It is considered one of the best educational institutions in the country in terms of education and social opportunities offered to students.

What distinguishes social entrepreneurship from commercial entrepreneurship?

- While individual gain is at the forefront in commercial entrepreneurship, finding a solution to a social problem comes to the fore in social entrepreneurship.



- While in commercial entrepreneurship it is possible to take big risks and incur losses when necessary, in social entrepreneurship, it is possible to focus on generating income that will be spent for the society instead of taking huge risks.
- While it is important to be original and make a difference in order to increase demand in commercial entrepreneurship, it is important to benefit in social entrepreneurship.

In which regions of the world are social enterprises most established?

- What triggers and activates the social entrepreneur is not the material welfare of the countries, but education, health, civil rights, environment, etc. needs in such fields. Emerging markets and countries therefore lay the groundwork for social entrepreneurship.



How can we implement and develop social entrepreneurship?

- There are some practices that are necessary for social entrepreneurship and that we can call the common point of successful social enterprises.

1-Not having a commercial purpose, paying attention to the benefit while producing the project.

2-To offer innovative methods and approaches for the solution of social problems, to take advantage of the opportunities offered by technology and all possible resources.

3-To get down to the source of the problem, to create an appropriate financial resource while creating a financial resource.

4-To ensure that the management is carried out by professionals.

5-Aiming to produce permanent solutions in projects with long-term thinking, focusing on success.



6-To produce ideas about the project in a systematic and regular way, to offer multiple solutions and to listen to the voice of the society.

7-Knowing how to take risks against problems when it's necessary.

8-To be always ready for collective work.

9-Not neglecting self-development while seeking solutions to social problems.

10-To continue the project consistently, even if the conditions are negative, to be determined.



Business plans for social enterprises

- Writing a [business plan](#) helps to ensure you focus on the core of your business. You must concentrate on key deliverables in a resource-constrained organization and communicate effectively with your stakeholders, including your funders or investors, customers, community, board, employees and volunteers.





A SWOT analysis lets you know if an objective is attainable.

If your objective is not attainable, it's time to go back to the drawing board and think of a new plan. Make sure you put accurate and meaningful information into your analysis

How to Write a Social Enterprise Business Plan

◦ **START SIMPLE**

- Make one page plan
- Use templates
- Use dot points
- Compare several ideas

PLANNING TIPS

Audience
Simplicity
Visual
Structure

PLAN STRUCTURE

Purpose
Business
Operations
Market and numbers

Sample business plan templates

- Many business plan templates exist in the public domain.
- The elements are best used as prompts by social entrepreneurs to build their own plan, assessing along the way whether or not the question (or element) is relevant for the Social Enterprise or the social business.

The Business Opportunity
What problem are you solving? What challenges and pain points will you resolve for users?

Company Description
What does your company do? What challenge(s) does your company solve?

Industry Analysis
Who are your competitors? What are some key factors related to being successful in your industry?

Implementation Timeline
Briefly, how will you roll out the business? Which phases will be involved?

Financial Summary
What is your cost structure and what are your revenue streams? Describe your fixed variable costs and how will you make money? Consider your sales goals for the near future and long-term.

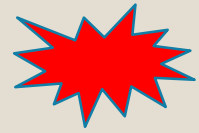
Team
Who is involved in this endeavor? Who is on your team and why are you the right person/ people to build this business?

Target Market
Who are you targeting? Who makes up your target audience? Who are your target segments, buyer personas, and ideal customers?

Marketing Plan
Which channels and platforms will you use to reach and convert your target audience? Where will you meet your audience?

Funding Required
What amount of funding will you require from investors? Where will that funding go?

The value of social enterprise business planning



Business planning will help any social enterprise (SE) to:

- Attract investment
- Identify risks
- Measure social or environmental outcomes
- Demonstrate that you are using a business approach
- Showcase the management team
- Build alliances
- Check thinking
- Determine feasibility

In a business plan, you must clearly articulate:

- The mission of your social enterprise.
- The outline of specific actions to achieve your goals and objectives.
- Establish targets for planning, measuring and improving performance.
- Project the necessary resources, costs and revenues of your program.

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