



Co-funded by the
Erasmus+ Programme
of the European Union



ETCO

EMPOWERING TEACHER COMPETENCE
TO PROMOTE SOCIAL ENTREPRENEURSHIP
IN EUROPEAN SCHOOLS



Paths to social entrepreneurship



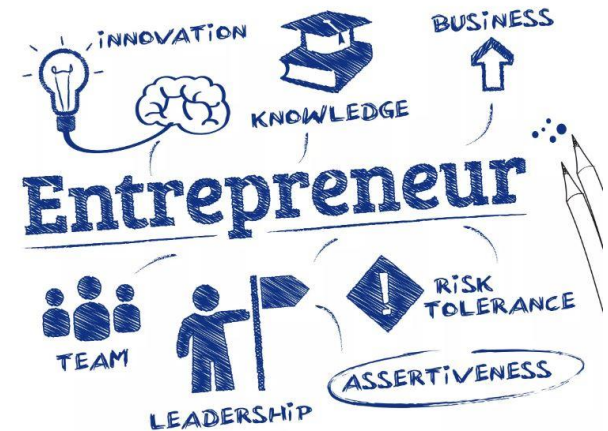
INSTITUTE OF ENTREPRENEURSHIP DEVELOPMENT

*“There is nothing more powerful
than a new idea in the hands of a
social entrepreneur”*

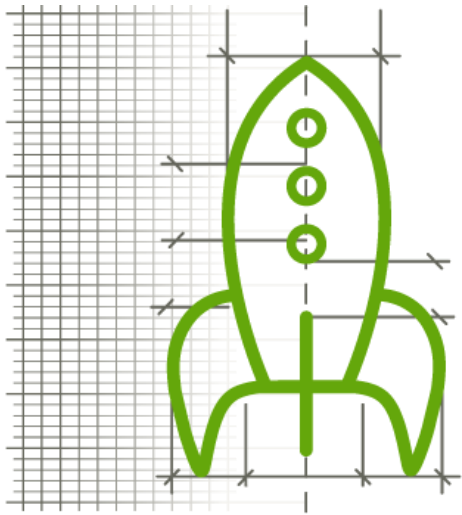
- BILL DRAYTON

Entrepreneurial Pathways

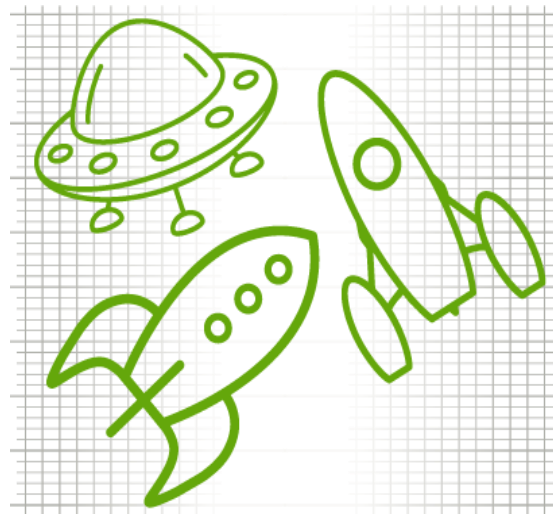
- Which way for you?
- Each has its own disadvantages and difficulties
- Don't rush your decision
- Different pathways to experiencing entrepreneurship



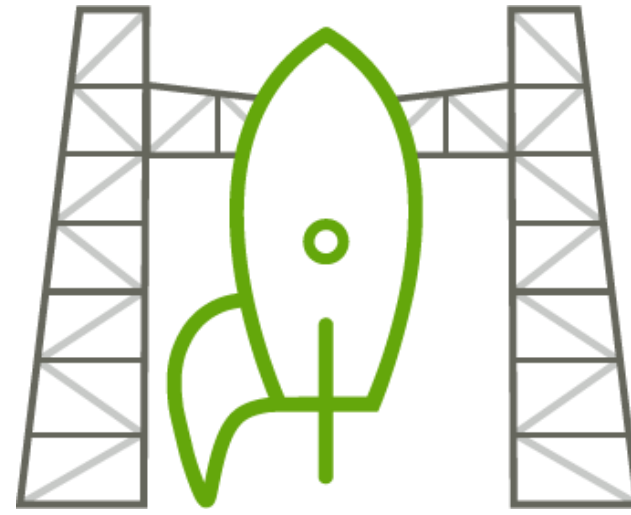
The Entrepreneurship Pathway



DEVELOP



EXPLORE



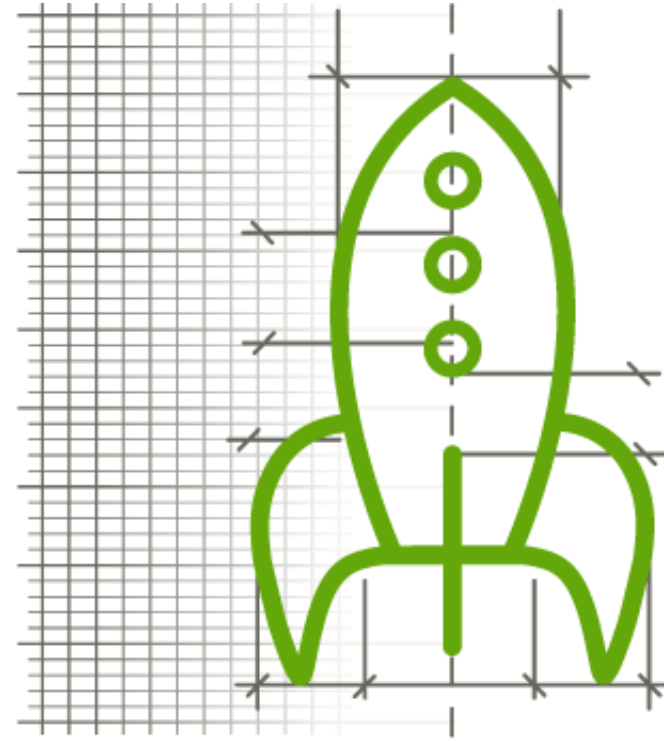
BUILD



LAUNCH

Stage 1

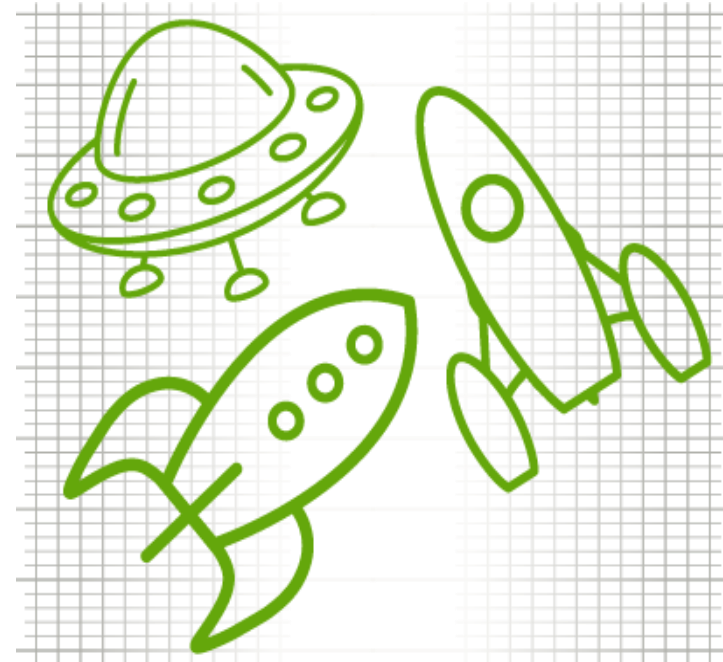
DEVELOP



Define, fine-tune, and
communicate your business
idea!

Stage 2

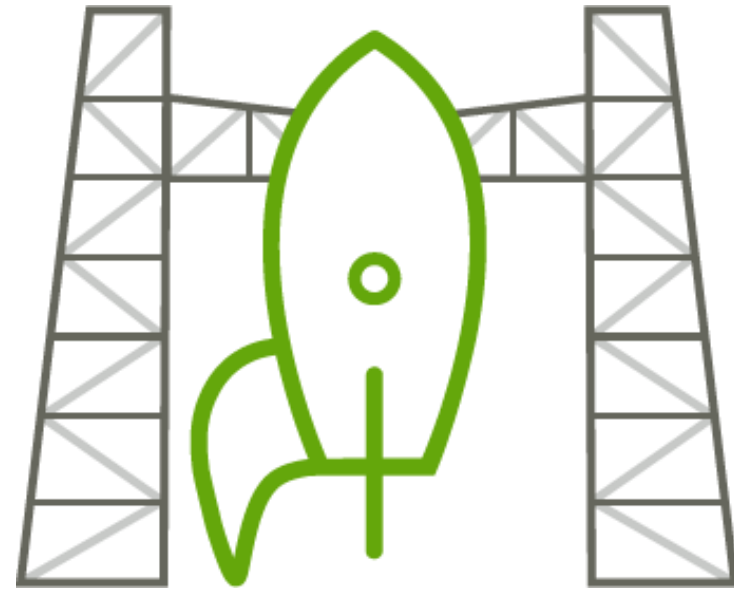
EXPLORE



Research and test different aspects of your business model!

Stage 3

BUILD



It's time to build a plan!

Stage 4

LAUNCH



It's finally time to launch your
business!

What pathway to social entrepreneurship is best for you?

- Upfront capital and financing:** Estimate the start-up capital you are prepared to invest in your business in dollars.
- ROI:** How long do you want to run this business? What return on investment (ROI) were you hoping for?
- Independence, autonomy, experience:** Entrepreneurship is a way of becoming your own boss.
- Failure rate and overall risk:** Could you handle losing your business and your investment? Could you handle letting employees, customers and suppliers down if you were forced to close your business?



Pathways to social entrepreneurial ventures



Objectives

- To describe the major pathways that may lead to entrepreneurial ventures
- To examine bootstrapping and minipreneurship as fast lanes to gaining entrepreneurial experience
- To identify and discuss what is involved in acquiring an established venture that already has some entrepreneurial momentum
- To outline key questions to ask when buying an ongoing venture that is already generating value
- To define a franchise and outline its structure
- To examine the benefits and drawbacks of franchising
- To look at the route social entrepreneurs take to creating new ventures

The 5 P's To Helping Millennials Become Entrepreneurs

Persistence

Patience

Purpose

People

Profits

Persistence

The Virtue of never
giving up!



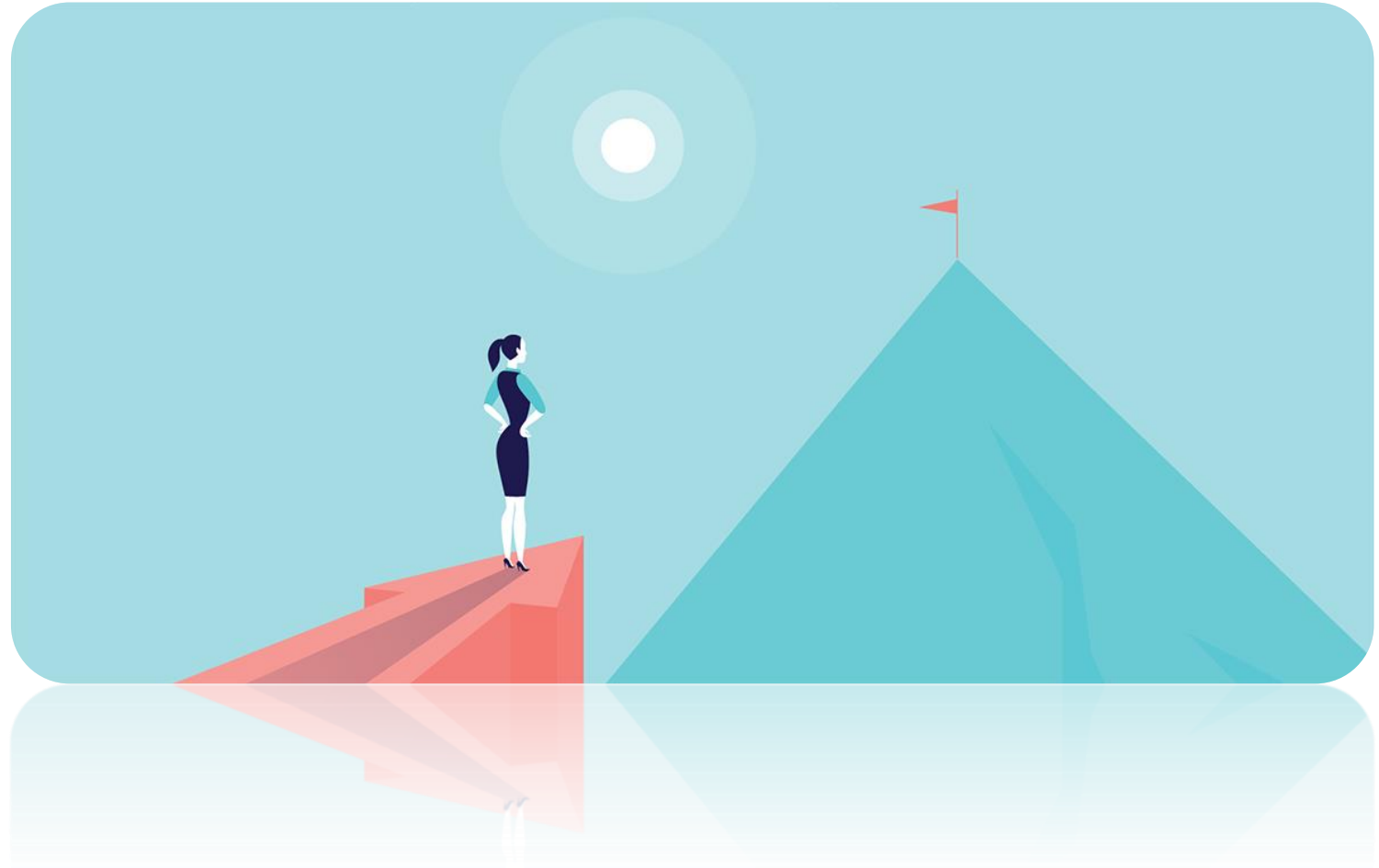
Patience

Patience is the art of
hoping!



Purpose

The first purpose of any social enterprise is the quality... Profit will come itself!



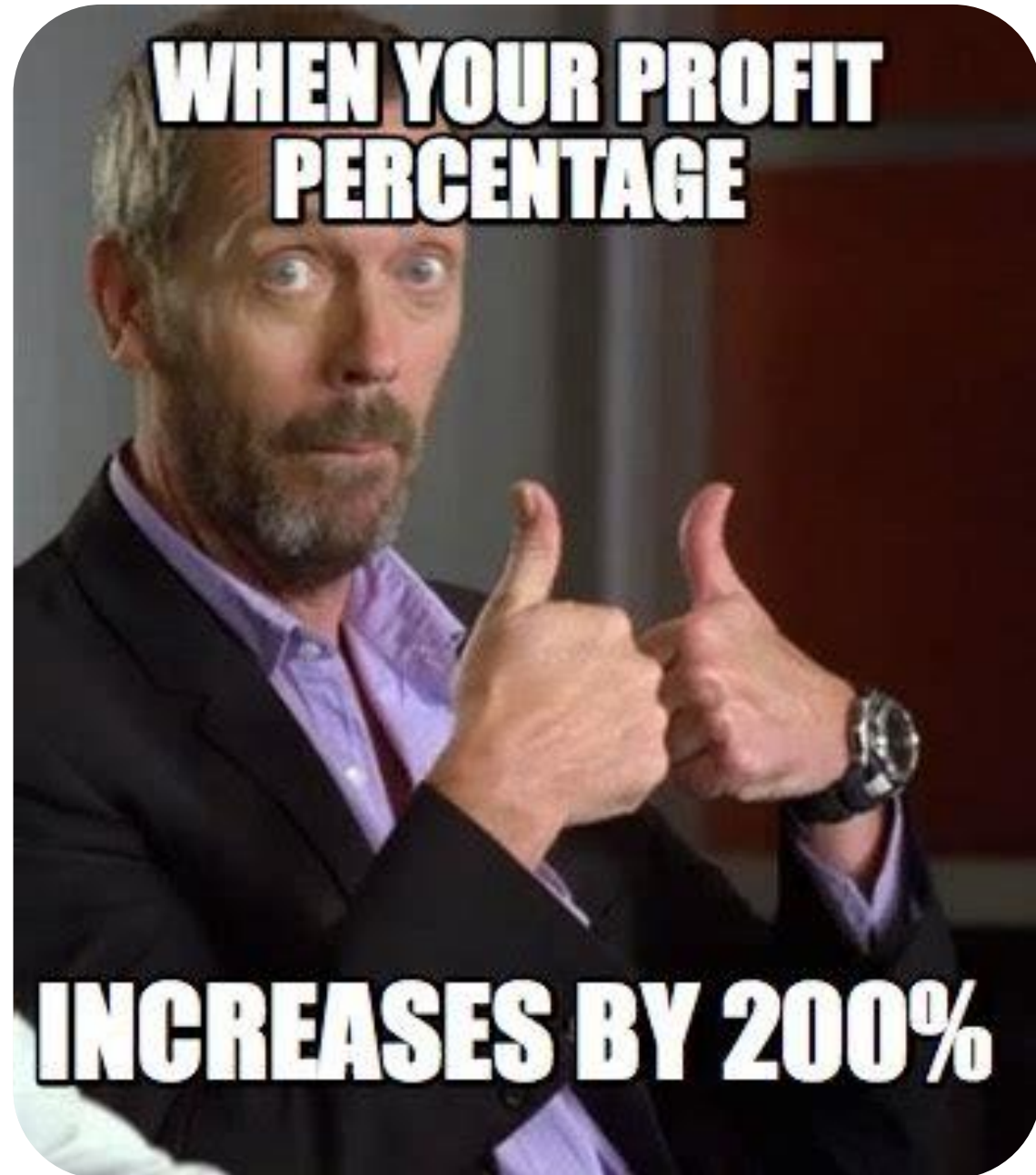
People

If you want to build a
business, build the
people!



Profits

Business is all about
solving people's
problems - at a profit!



How to Start a Social Enterprise Step-by-Step

1. Identify a Cause
2. Brainstorm Social Entrepreneurship Ideas
3. Strategize How to Make an Impact
4. Bring Everything Together and Iron Out the Details
5. Test Your Idea
6. Find Social Entrepreneurship Funding or Start Bootstrapping
7. Get the Word Out

ORDER TO START THE BUSINESS



Opportunities and Options

- On the Job
- Family Obligations
- Franchises
- Web-Based Venture
- Unemployment
- Frustration
- Serendipity



Serendipity

In 2019, Intel said it was successful in reducing greenhouse gases, increasing use of renewable energy, reducing their water use, achieving its diverse workforce goal two years ahead of time, and increasing annual spending through diverse suppliers.



Growth Areas for Social Enterprises

Social entrepreneurs find opportunity in most economic sectors. The growth areas for social enterprises are identified as:

- Environmental
- Housing
- Health and care
- Information services
- Public services
- Financial services
- Training and business development



Finding Your Entrepreneurial Path

Your Personal Path through Self-Reflection

Your Personal Path through Research and Experiments

Your Personal Path through a Soft Launch

Your Personal Path through Self-Reflection

Self-Reflection in Critical
Social Work Practice:
Subjectivity and the
Possibilities of
Persistence



Your Personal Path through Research and Experiments

All experiments are
learning experiences,
even when they don't go
as planned!



Your Personal Path through a Soft Launch

On soft launches, it allows you to test your assumptions and see which ones you got right, and more, importantly, which ones you got wrong.





**LET'S
DISCUSS**

“A business without a path to profit
isn't a business, it's a hobby“

**THANK YOU
FOR YOUR
ATTENTION**



ETCO

EMPOWERING TEACHER COMPETENCE
TO PROMOTE SOCIAL ENTREPRENEURSHIP
IN EUROPEAN SCHOOLS

