

My social entrepreneurial plan

In Section 1, you write down the problems your business idea solves for your customers. Why do problems need to be identified? If you think about it, everything we are willing to buy solves a problem/problem (or satisfies a need). The bigger the problem or need, the more we are willing to pay.

In section 2, write down the types of customers for whom your idea is intended. Be as precise as possible in the description. Be aware that due to the general competition and specialized markets, you can't sell everything to everyone. Specialization for an individual customer segment is always required. *Tip: Close your eyes and imagine your first ideal customer buying your product. Describe this person in the section.*

In section 3, write down the facts that confirm that you are something special in the market. Write down those features of your product that you think your customers will like the most and will have a hard time (or not at all) getting from your competition.

In section 4, you describe your business idea, which is also a solution to your customers' problems.

In section 5, write down how your customers will find out about you. Identify any advertising/communication methods you will use to let your customers know you exist.

Section 6 defines the types of revenue you plan to do when you operate on a regular basis. Also describe the methods and types of payment. Do not value revenue.

In Section 7, you define the expected costs that will be incurred by starting your idea and the costs that you will incur when you operate on a regular basis. Do not enter them by value.

In section 8, write down the key indicators to measure your progress.

In section 9, write down why you are socially beneficial, what your contribution to society is, and what defines you as a social enterprise.

PROBLEMS that your idea solves for your customers NEEDS that your idea satisfies your customers 1	SOLUTION 4 KEY INDICATORS of your success 8	UNIQUE OFFERD VALUE 3	SOCIAL IMPACT 9 CHANNELS 5	SEGMMENTS your customers / users 2
COST STRUCTURE 7		INCOME STRUCTURE 6		

Worksheet 2 (level 5-6)

PROBLEMS/ NEEDS	SOLUTION	UNIQUE OFFERD VALUE	SOCIAL IMPACT	SEGMMENTS
	KEY INDICATORS		CHANNELS	
COST STRUCTURE			COST STRUCTURE	