

Social Entrepreneurship in trade and services

Duooo's Story

Introduction

Starting out as social entrepreneurship is really a challenge.

The founders of duooo are highly qualified and highly motivated to provide the best possible interpretation and translation services into and from Austrian Sign Language, Austrian Sign Language Plus and International Sign. As native signers, they think they have found a niche in the market with their products and services.



Want to meet
Duooo Watch the
video.

<https://www.facebook.com/743029909395138/videos/448306945895944>

duooo consists of 5 certified and experienced translators and interpreters who provide translating, interpreting and translation services to a professional standard

The founders of duooo are all Deaf and sign language is their first language. In order to become sign language interpreters, they studied at Hamburg University in Germany or Salzburg University in Austria. All 5 are members of the Austrian Sign Language Interpreters and Translators Association or Österreichische Gebärdensprach-DolmetscherInnen- und -ÜbersetzerInnen-Verband (ÖGSDV) – you have to take a professional aptitude test, set by a commission of 5 Deaf and hearing experts.

duooo offers both products and services; including interpretation for individuals, groups or events, as well as written translations, subtitles and transcripts of signed content. They also offer expertise video editing and formatting, as well as promo video production.

Let's see how you can proceed if you want to found a business in the field yourself ...

FIRST STEP: Search for ENTREPRENEURIAL OPPORTUNITIES

- Get familiar with Trade and Service Sector: characteristics and structure of sector
- Search employment options in Trade or Service sector for people with disabilities
- Look for business initiatives for people with disabilities within the trade or service field

duooo works as a social business but legally, the members of Duooo are EPU or one-person-companies who work in cooperation with one another.

The duooo team also possess Gewerbescheine or trade licences, which certify their qualification and ability to work in their chosen field.

4 team members have additional sources of income and 2 have fixed part-time employment elsewhere. One team member works fulltime for duooo.

In Austria there is no separate legal form for social enterprises. In order to found a social enterprise you can chose one of the common business form in Austria "Einzelunternehmen" (single enterprise), "Gesellschaft bürgerlichen Rechts" (GesbR) (company according to civic law), „Kommanditgesellschaft“ (KG) (limited partnership), "Offene Gesellschaft" (OG) (open company), "Gesellschaft mit beschränkter Haftung" (GmbH) (company with limited liability). Some founders also chose to begin their social enterprise as a "Verein" (association) and later change to another legal form. The choice of a legal form is very important and you should seek support by an expert. For Austria we can recommend the following organisations to gain more information.

WienWork Gründungsberatung who is focusing on supporting entrepreneurs with disabilities:

<https://gruendungsberatung.wienwork.at/>

Or the founders support centre of the Austrian Chamber of Commerce

<https://www.wko.at/service/sbg/bezirksstellen/Gruendungsberatungen.html>

SECOND STEP: BE AWARE OF SPECIFIC SKILLS NEEDED FOR ENTREPRENEURSHIP IN TRADE AND SERVICE

SPECIFIC ICT SKILLS

Basic ICT skills are for Social Entrepreneurship in trade and service are crucial. For gaining basic knowledge please go to the General Module1: DIGITAL COMPETENCES

Specific ICT skills are needed as well, but it depends on which specific field of trade you will work or search for work:

Here is the list of several possible specific ICT skills:

- Spreadsheet programmes
- Database programmes
- Usage of computerised cash registers
- Digital sales

The duooo team have quite advanced ICT skills ranging from good knowledge of office software such as PowerPoints for presentations, use of excel for data collection such as customer lists, word skills. For video production, extensive technical knowledge is necessary for subtitling, video production, camera functions and much more

Skills were acquired in various ways: formally, through their training as interpreters – certain ICT skills are taught formally as part of the study. However many skills have been picked up along the way, in the form of a learning by doing.

SPECIFIC SOCIAL SKILLS

If you want to have an insight into how a deaf interpreter from duooo uses his social skills in everyday life check out this video in which Georg describes his job and you see him and his colleagues in action at an international conference:

Career Paths Inclusive (Customer orientation): https://youtu.be/J6w_7P1Tw4I

Have a look at the following list and insert ticks in the chart bellow for duooo case.

What skill do they need? What skills do you think they already have and what skills need to be further developed?

skills and competences	Needed for this work	Already has	To be developed
Service orientation			
Appearance			
Friendliness			
Sociability			
Politeness			
Complaint management			

SPECIFIC MARKETING SKILLS

- Product information
- Product presentation
- Shop management
- Shelf management
- Decoration skills (shop window design)
- Sales skills
- Distribution skills (distribution of products, usage of distribution platforms)

In order to market their products duooo has created a website for their business www.duooo.at . They produced an image video – which is the video you saw at the beginning.

Social media is increasingly important (particularly since the COVID-19 pandemic has made most forms of person-to-person and face-to-face contact challenging. Duooo has Instagram (@duooo.at), Facebook (@duooo.at) and Twitter (@duooo_at) accounts to promote their social business.

THIRD STEP: CREATION OF INDIVIDUAL BUSINESS PLAN

Duooo started out as 2 team members and they wrote a business plan based on their ideas and ideas of what the future may bring.

Events overtook the team slightly, with 3 additional team members and in 2015, a refugee crisis of previously unimagined proportions, their skills – particularly in the field of international sign – were in high demand. So, while the formal business plan went quickly out of date, the team remained flexible and ran with developments.

We live in fast changing times, and the emergence of COVID-19 has required and continues to require adjustment and adaptation, so there is currently no formal plan as such. The team is looked to develop digital and online services in line with COVID-prevention regulations, such as zoom meetings and trainings, subtitling of official information videos detailing government regulations, and also written interpretations at online meetings.

You could say that the team have an informal, unwritten business plan as they are very clear where their goals lie and where the next 5-10 years will take them.

If duoo had a formal business plan it could look something like this:

The Business Model Canvas

Designed for: _____ Designed by: _____ Date: _____ Version: _____

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 		Revenue Streams 		

DESIGNED BY: Strategyzer AG
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Key partners

- Jo Spelbrink – developer with expertise in the field of accessibility
- Mitorose – is a deaf Filmmaker and Photographer
- Yomma – is a service for sign language interpretation in Germany
- Xenia Dürr – deaf photographer and sign language teacher
- ÖGSDV - Austrian Association of sign language interpreters
- ÖGLB- Austrian Deaf Association
- Customers like ORF, Eurovision Song Contest, Kunst Historisches Museum Wien, ...

Key activities:

- Basic service: including free initial consultation, translation services, video background editing and film studio, video formatting
- Graphics and images
- Subtitles
- Video in video (embedded sign language translation in video)
- Promo video

Key resources

- Physical (equipment for video production / computers / cameras etc ...)

- Team members of duooo
- Financial

Value proposition

- Sign language translations and interpreting by native signers

Cost structure

- Official rates for interpretation e.g. by the Socialministeriumsservice
- Pricing fixed or on a contract by contract basis

Customer relationships

- Satisfaction
- Support
- Quality
- Marketing
- Improvement
- Reliability
- Service
- Loyalty

Channels

- Online
- Face 2 face

Customer segments

- Deaf and hard of Hearing persons
- People arrange events including Deaf and Heard of hearing participants
- People and companies interest in inclusiveness, accessibility and political correctness
- People located in Austria
- National and local authorities
- museums

Revenue streams

- Recurring revenue: Regular contracts (Vienna City Administration / annual conferences / regular meetings (i.e. umbrella organisations, organisations with Deaf employees)
- Non-recurring revenue: One off translations for private individuals / companies