

Social Enterprise Training

Monaghan LEADER Training Initiative

Facilitated by
Caroline Egan, CramdenTECH Ltd.



Monaghan Integrated
Development



Monaghan Local Action Group



LEADER 2015-2020 Programme



Department of Rural and
Community Development



The European Agricultural Fund
for Rural Development:
Europe investing in rural areas



AGENDA -

- Getting Started – Steps and Legal Forms
- Validating the Enterprise Idea
- Generating Income – Identifying your Business Model
- Developing Business Strategies
- Sourcing Funding and Enterprise Support
- How the Social Enterprise Programme can get you 'Business Plan Ready'

Getting Started

- **Problem to be solved?**
- **Contacts**
- **Cashflow**
- **Business Model**
- **Team**



Who is the Intrapreneur or Entrepreneur?

- Who is driving the initiative?
- Prior experience
- Capacity to handle uncertainty
- Social network/contacts
- Leadership ability



Legal Forms

- Company Limited by Guarantee
- Co-operative
- Trust
- Unincorporated Association
- Limited Company

Decide which legal form best suits your needs!

Validating the Enterprise Idea

- How do you know the problem is worth solving?
- How big a problem is the problem you are solving?
- What evidence do you have to back up your enterprise idea?
- What research have you conducted to validate your enterprise idea?

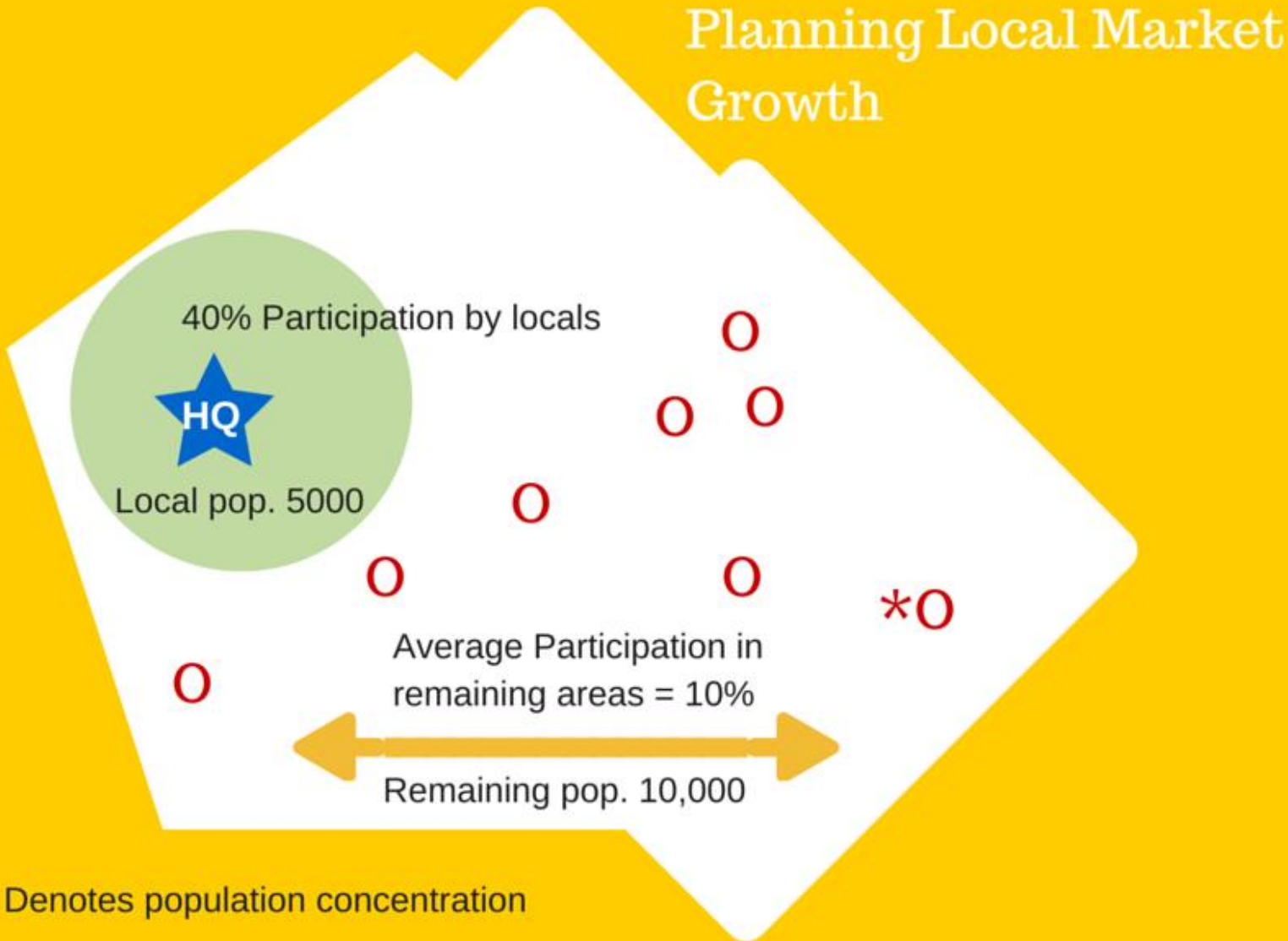
Market Research Process – 7 Steps

- Define the research problem
- Identify the information required
- Select target customer groups (segment)
- Design data collection methods
- Choose the survey sample size and participants
- Conduct research
- Analyse findings and generate research report

Market Research Process - Exercise

- Identifying opportunities in your locality and community. Can community maps help?
 - What opportunities does your community map suggest?
 - What gaps appear to exist in local service provision?

Market Research Process - Exercise



What does the community map look like?

* Denotes population concentration

Validating Opportunities

Opportunity Vs Idea?

- A favourable set of circumstances that creates a need for a new product or service
- Qualities of opportunity: attractiveness, timeliness, durability, creates value

Validating Opportunities

Selecting an Idea:

- How much money and capital do you require?
- How big is the demand for your product or service?
- How much of this demand is currently being met and by whom?
- Do you have the necessary experience?
- Are there any legal restrictions to contend with?
- Are you interested in the business idea?
- What are the resource implications of pursuing opportunities?

Business Model Canvas

- Nine elements to consider
- What is your enterprise's value proposition? If you were a commercial enterprise would the value proposition be different?
- *Exercise: Construct a Business Model Canvas*

Business Strategies

- Emergent versus deliberate business strategies
- SWOT Analysis: matching enterprise strengths with market opportunities
- Market development and/or product development?

Sourcing Funding and Enterprise Support

- LEADER funding
- Community Services Programme (limited application process)
- Work placement schemes
- Social Finance e.g. Clann Credo, Community Finance Ireland
- Credit Union and Bank Loans
- Member Contributions (co-operatives)
- Angel investment
- Trading Income

Next Steps

- What steps do you need to develop your social enterprise?
- Could you benefit from participating in the Social Enterprise Training Programme (November – March 2018)?
- Could you benefit from implementing the Governance Code using the BoardPASS 365 platform to assist you?

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