



**SPARK SOCIAL
ENTERPRISE DAY**

Welcome @ My Social Startup Workshop

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How use My Social Startup?



The screenshot shows the sign-up page for the 'My Social Startup' course. At the top left, there are logos for 'SPARK SOCIAL ENTERPRISE' and 'Interreg 2 Seas Mers Zeeën' with the European Union flag. A 'Login' button is on the top right. The main text reads: 'Turn your social enterprise ideas into reality with this free course. Explore a tailor-made programme whenever you're ready for it.' Below this is a section titled 'Sign up for this free course' with a sub-heading: 'Sign up: pop your details in below to access your journey. This is your way to top tips from experts, advice, videos and hands-on exercises.' The form contains five input fields: 'Name', 'Email Address', 'Choose a Password', 'Confirm your Password', and 'Pick an organisation type' (a dropdown menu).

Free

At your own pace

On your time and terms



WHAT STEPS DID WE FOLLOW?



Social Enterprise Innovation Accelerator Network (SEIAN)



Development of My Social Startup?

Development was based on

- Research findings
- Experiences and needs identified in partner networks
- Learning from accelerator network
- Analysis of 17 different learning programs and tools.

Goals of the overall tool

- address needs from start up SEs regarding high impact innovations
- address gaps in existing training modules
- Extra offer on ideation/innovation/prestarters phase, impact
- Need for learning about innovation: why, what is it, strategies, tools and management systems, resources for innovation



Why/when use My Social Startup?

- If you are looking for a comprehensive learning tool focussing on innovation for SE startups
- If you are looking for clear, hands on insights and work tools
- Developed by experts, based on research
- Tested with the target audience



Who can use My Social Startup?

- Prestarters
- Starters
- Sustaining social entrepreneurs
- Social enterprise support organisations
- SE coaches/consultants



How use My Social Startup?

- Individual online learning journey



- Collective offline sessions





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How use My Social Startup?



Online

- 16 modules to enhance innovation, imagine, develop and start up high impact, viable social enterprises
- A tailor made program
- Development stage of SE
 - Ideation
 - Development
 - Management – scaling phase
- Goals: capacity and capability building to be high impact, innovative and economically durable SE



Offline

- Different formats
- Different goals can be achieved
- ✓ Awareness raising about innovation
- ✓ capacity and capability building
- ✓ network creation
- ✓ building of innovation ecosystem
- ✓ Providing space for innovation and experimentation



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How use My Social Startup?



Online

16 modules

insights

exercices

top tips

videos

further reading

referral to other modules

The screenshot displays a list of 16 modules for 'My Social Startup'. The modules are organized into two columns. The left column contains: 'Innovation Introduction and your Innovation Profile', 'Innovation Journey', 'Pitching', 'My impact framework - Theory of change', 'Beneficiaries', 'Prototyping', 'Stakeholder engagement', and 'Business Modelling & Planning'. The right column contains: 'Impact assessment', 'Non-monetary resources', 'Market Research', 'Funding Mix and Income', 'Marketing & Sales for Start Ups', 'Impact management', 'Legal Considerations', and 'Growing & Scaling'. Each module card features a title, a short description, and a 'Revisit' button. The cards are highlighted with orange and blue ovals.

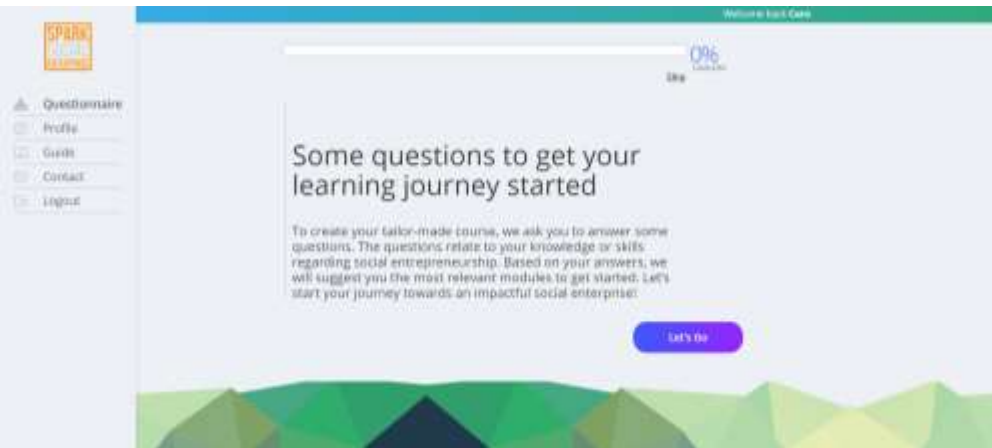


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How use My Social Startup?



Online



- A tailor made program
- Development stage of SE
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 - Development
 - Management – scaling phase
- Your know how



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How use My Social Startup?



Tailormade

SUGGESTED MODULES

Beneficiaries

40 minutes

This module helps to better understand your beneficiaries, their wants and needs. You will learn how to involve them.

Start

Pitching

45 minutes

This module provides tools and exercises to prepare a great pitch, presenting your social enterprise.

Start

Innovation Journey

45 minutes

This module leads you through the innovation process step by step.

Start



Modules

Profile

Guide

Contact

Logout



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capacity and capability
building

Innovation Introduction and your Innovation Profile

45
minutes of learning

8
units



Begin your innovation journey, learn about what innovation is, identify the drivers for innovation in your enterprise and the skills you need to innovate.

LINK TO THE INNOVATION PROCESS

This module describes and defines how and why innovation is critical to the development and success of your social enterprise. It will help you to understand the innovation process. Innovation and the innovation process will help you to make informed business decisions and maximize the impact you can achieve. This module will also help you to look at the skills that are needed to deliver and apply innovation successfully.

LEARNING AIMS

This module will help you to understand:

1. What innovation is
2. Why it is important and how it is essential for developing successful social enterprises.
3. What the innovation process looks like
4. How to identify the skills needed to apply innovation.

LEARNING OUTCOMES

By the end of this module, you will be able to:

1. Have a clear understanding of what innovation is.
2. Distinguish the different steps in the process of innovation
3. Identify your own innovation skills and those of your team or future team.

Unit 1
What is 'Innovation'?
Learning style: Read and Reflect

Unit 2
Innovation adds significant value
Learning style: Read and Reflect

Unit 3
Small and big innovations
Learning style: Read and Reflect

Unit 4
Triggers for innovation
Learning style: Read and Reflect

Unit 5
The innovation process
Learning style: Read and Reflect

Unit 6
Skills for innovation
Learning style: Read and Reflect

Unit 7
Top Tips
Learning style: Read and Reflect

Unit 8
Learn more
Learning style: Read and Reflect



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Hands on

How use My Social Startup?

So lets apply this tool to your own social enterprise.

Worksheets Beneficiaries (and customers)



PDF file (234 kb)

Download PDF

PREVIOUS
Understanding your beneficiaries

NEXT
Engaging with & involving beneficiaries

Beneficiaries module overview



Thinking Exercise

Can you identify organisations, people and others in your locality that could add value to your business development and help you to think innovatively?

How can you tap into these networks?

Why would they want to work with you?

Do you have a common interest and shared social vision?

How can they add value to your innovation strategy?

Look at the module on Stakeholder Engagement 1 and the module on Non-monetary resources





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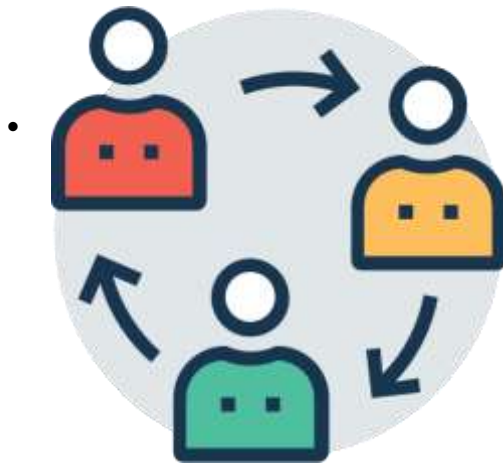
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Light formats

- ❖ Start Up club > networking with peers and social support organisation(s), presenting MSS e-learning platform and how to use it.
- ❖ Introduction to innovation for social enterprises by an experienced social entrepreneur + presenting MSS e-learning platform and how to use it.

How use My Social Startup?

Collective sessions

Light formats or more interactive formats depending on your goal and the needs of your audience

Interactive formats

- ❖ Peer2peer learning journey and development sessions using MSS as a basis.



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Startup club



One time event

Goals are

- to create network,
- to organize peer learning through a facilitated session
- to invite participants to continue their social entrepreneurs journey using My Social Startp as a learning tool



Manual for peer learning events



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Innovation introduction

One time event

- Invite a social entrepreneur familiar with innovation as a key note.
- Give a short introduction on My Social Startup and how this e-learning tool can be used by SE.

Goals are

- to raise awareness on importance of innovation for SE sector
- present MSS as learning tool to understand and apply innovation in the start up phase



Peer2peer learning journey

Monthly meet ups

Working through the modules collectively using peer learning, a buddy system and external experts

Goals are

- to provide space for innovation processes
- to develop a local community of social entrepreneurs
- to allow connections outside of the peer circle and start build an innovation ecosystem around SE community

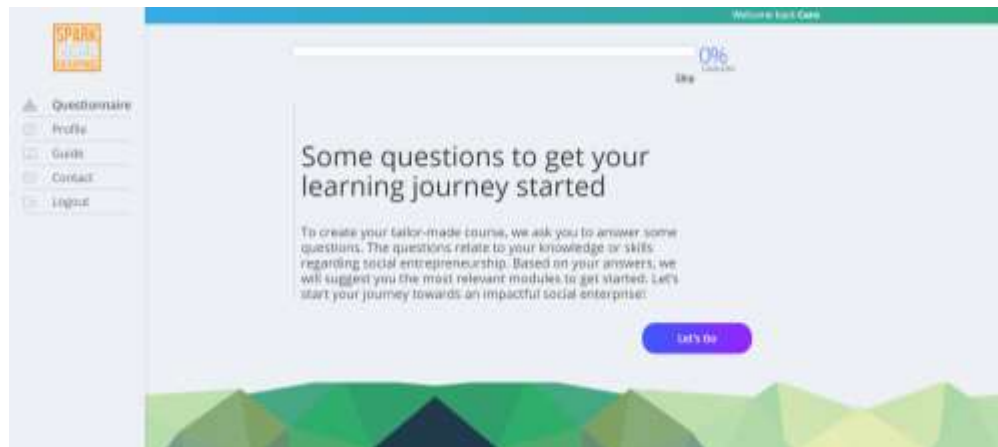




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Sign up right now

Start your social enterprise adventure and learning journey today





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CELEBRATE & INNOVATE

BRUSSELS, NOVEMBER 21st 2019



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