

# Exercise Social Business Model



## Learning goals

- Gain an insight into social entrepreneurship
- Generate a sustainable business ideas
- Develop a sustainable business idea

## Brainstorm and ideation

# Step 1

Identify some trends

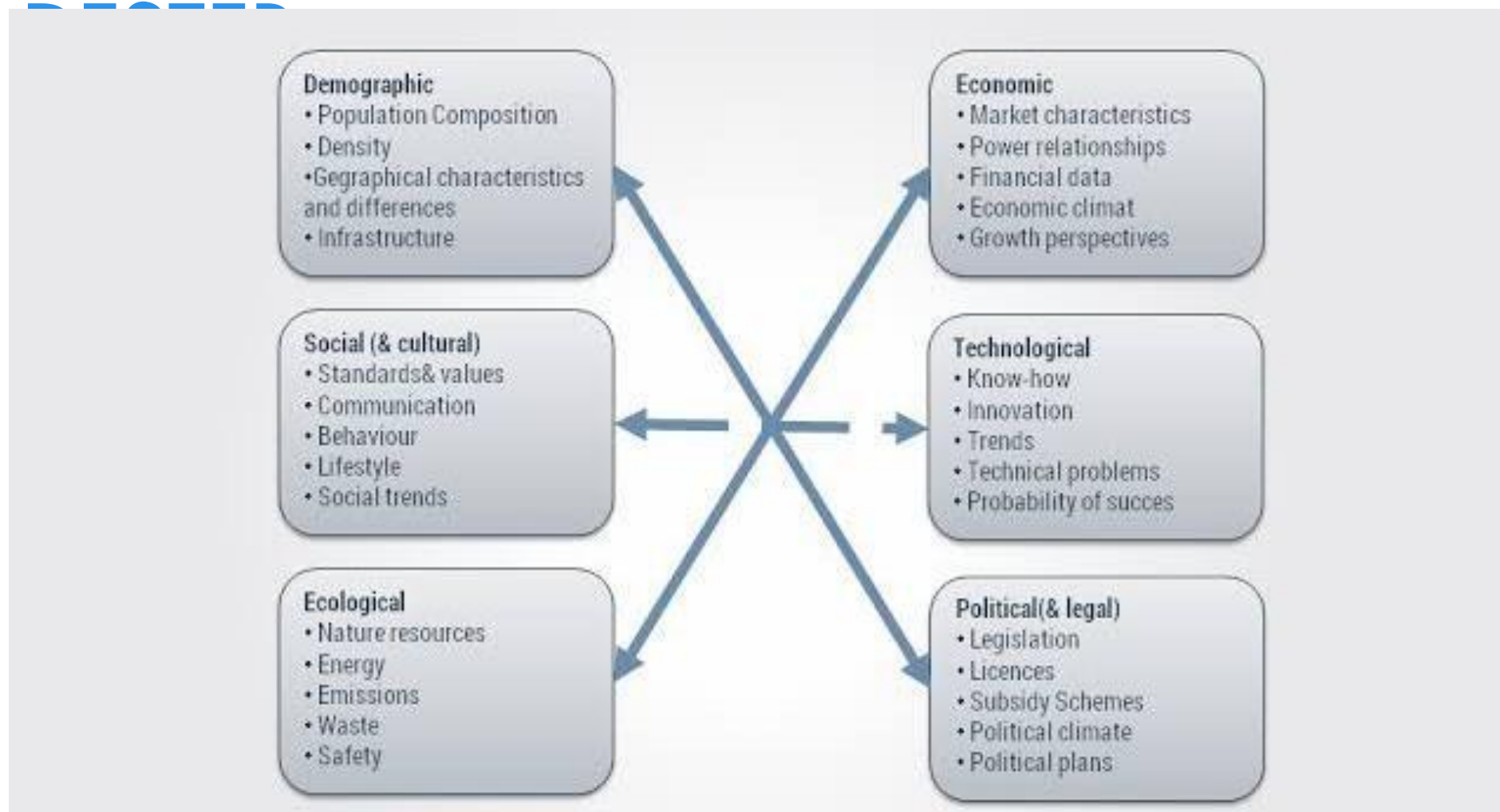
## How to create a social business idea?

- To develop a (social) business model you have to be aware of the trends and developments in society and business (cfr. DESTEP)
- Goal of this step: inspiration
- Form groups
- Look up some trends and challenges that are important today

- Can be local or international

# DESTEP





# How to create a social business idea?

- Use the internet or just do a brainstorm
- 15 minutes
- Make a list of minimum 5 relevant trends
- Try to explain them to your fellow students

# Step 2

## Brainstorm some business concepts

- Get inspired by the trends and challenges (cfr. SDGs) we discussed earlier
- Try to come up in group with minimum 3 first business ideas (20 min)
- In this step
  - Quantity is more important than quality
  - Share your ideas



○ No limitations (financial, scale,...)

- There are no bad ideas!
- List them up and present them to each other

## Step 3

First choice of an idea

### Choice

- Each student gives their top 3 ideas (individual)
- Formation of groups based:
  - Ideas

- Study field
  - You can use this idea as a starting point
  - Work out the business model using
  - IDBM or Osterwalder
- Make sure that you try to find a balance between social mission and profitability

## Step 4

Develop your idea in a social business model

**Develop your idea into a social business model**

- Use IDBM or Osterwalder
- Try to summarize each building block
- Maybe you can't fill in each block into detail, but try to think about each aspect and the linkages between the radars or building blocks
- Get inspired by the field visits and existing social business model
- Look up online!

## Step 5

Pitch your idea

# Pitch your idea

- Pitch your social business model to a jury
- Think about your structure
- Work with a presentation/moodboard/poster/prezi...
- 15 minutes