

Exercise Social Business Model



Learning goals

- Have an insight in social entrepreneurship
- Generate a sustainable business ideas
- Develop a sustainable business idea

Brainstorm and ideation

Step 1

Identify some trends

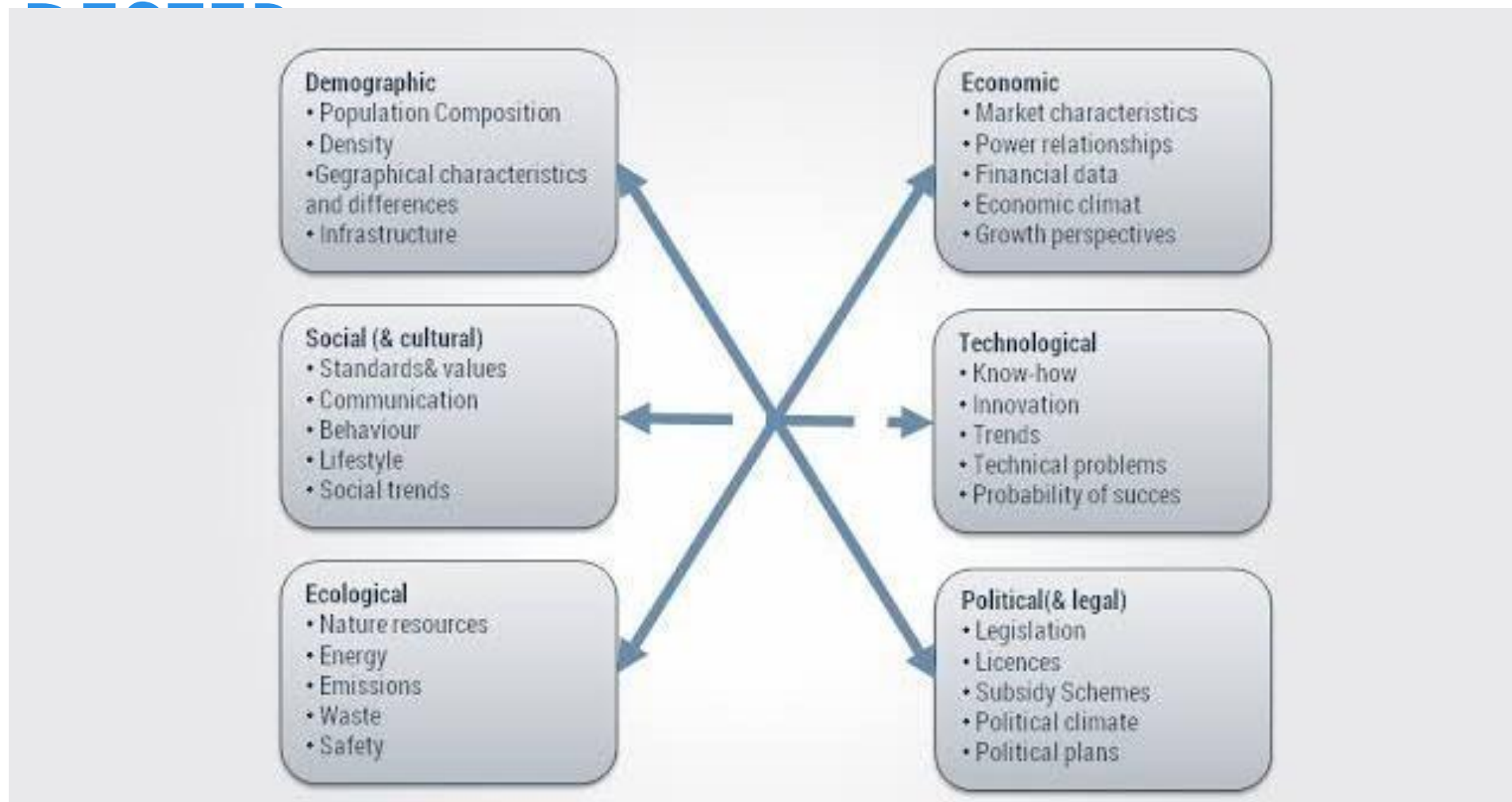
How to create a social business idea?

- 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 on some business ideas

Brainstorm about 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 his top 3 of ideas (individual)
- Formation of groups based:

- Ideas
- Belgian
- 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 in 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

Pitch your idea

- Download David Beckett's app PitchProfessional and The Pitch Canvas® to help you create a perfect pitch.