



FAQS - SOCIAL ENTERPRISE

Social Enterprise Ventures LLC

www.socialenterpriseventures.com

Social Enterprise Defined

- Unrestricted renewable income.
- Based upon current organizational assets.
- Usually generated through sales of programs, services or products.
- Use of sound business principles applied to the nonprofit process.
- Requires a shift from *charity-think* to *tax exempt business think*.

Social Enterprise Is Not

- Traditional fundraising, grant writing, special events, sponsorships, donations, etc.

Steps Required to Launch a Successful Social Enterprise

- Step 1 – Organizational Focus: Mission, Vision, Values, Goals, Stakeholders.
- Step 2 – Asset Inventory, Brainstorming and Objective Criteria.
- Step 3 – Market Research and Feasibility – The Customer(s).
- Step 4 – Market Research – The Competition.
- Step 5 – Costing, Financing.
- Step 6 – Sales Planning.
- Step 7 – Writing the Business Plan.

Learn how with **Expedition©** training.

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Examples

*Organic Greenhouse
Excess Space Rental
Specialized Training Programs
Backhauling Empty Delivery Trucks
Day Care and Vacation Care
Party Rentals
Energy Audits
Vehicle Donation Program
Translation Services
Printed Art
Conference Center
Direct Services
Business Incubator*

Testimonials

“Free has turned to fee!”

“Anything that we consider we might do, we ask, “Is it in support of our mission and vision? Does it make sense for the individuals that we serve? Does it make sense in terms of dollars and cents?” We aren’t going to do anything that is not profitable anymore. “

“This was one of the best trainings I have ever attended.”