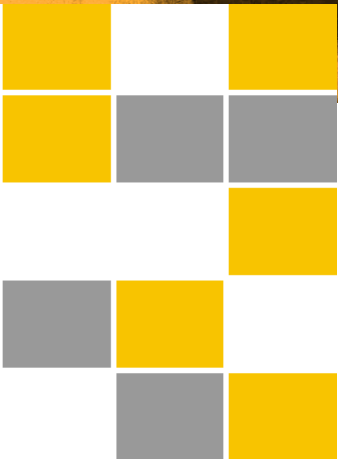


Pilot workshops



2024. Social Business Hub Styria, Austria & Brodoto, Croatia



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Introduction

The LearningTogether project provided 9 workshops to social entrepreneurs to further develop their impact entrepreneurial ideas. These included topics such as how entrepreneurs can raise investments or have revenue from crowdfunding campaigns. Legal aspects of contracting employees and how to find co-founders are also beneficial knowledge for early-stage entrepreneurs.

An exchange of expertise between two support organisations provided an opportunity for enriching the workshop portfolio of each incubation programme. Social Business Hub Styria experts from Austria took part in a workshop dedicated to impact assessment on 8 November 2023 in Zagreb. Crowdfunding experts of Brodoto from Croatia provided valuable knowledge on crowdfunding in the dedicated workshop on 12 December 2023 in Graz.

Workshop #1 - Legal aspects when involving employees and co-founders

14.11.2023 - Graz, UNICORN Startup and Innovation Hub

Speaker: **Andreas Zissler**



In the dynamic landscape of entrepreneurship, young companies often face unique challenges, particularly in the absence of employees or co-founders, or when unable to offer competitive salaries.

The workshop focused on a key question: how can such companies cultivate long-term connections with individuals, instilling in them a sense of ownership, motivation, and commitment that extends beyond mere

employment? It was discussed that one strategy could be to nurture a culture of collaboration and shared purpose, wherein each individual is valued not merely as an employee, but as an integral part of the company's journey. This entails understanding their motivations, fostering a supportive environment conducive to their personal and professional growth, and implementing mechanisms to recognize and reward their contributions. Moreover, it's essential to delineate between employees, and co-founders. By clearly defining these roles and expectations, companies can ensure transparency, and alignment of interests among all stakeholders. It was concluded that the success of startups hinges not only on their innovative ideas and products but also on their ability to forge meaningful connections with individuals, inspiring loyalty, and collaboration that transcends conventional employment dynamics.

Workshop #2 - Finding co-founders and recruiting first employees

14.11.2023 - Graz, UNICORN Startup and Innovation Hub

Speakers: **Rüdiger Wetzl-Piewald, Kirsten Tangemann**



For entrepreneurs building a balanced team is often key for sustainable implementation and growth of the business idea. The workshop provided understanding of the tasks and the resources required in determining the composition of a team. This involved discussing the delineating roles and responsibilities, which can be formalised through the creation of job descriptions tailored to the specific needs of the venture.

The challenge of effective communication and visibility of the job offer was explained, as well as the conditions of cooperation, encompassing aspects such as remuneration, expectations, and potential benefits. Equally important is the methodology and tools employed to facilitate successful collaboration, the efficient communication channels, project management systems, as well as a culture of openness and collaboration.

Workshop #3 - Finding and dealing with investors

12.12.2023 - Graz, UNICORN Startup and Innovation Hub

Speaker: **Otmar Kühner**



A certified business angel, with more than 10 years of startup consultancy, held the workshop on the topic of finding and dealing with investors. General rules were discussed on how to raise money as entrepreneurs usually underestimate the financial resources they need to launch and operate their business. The life-cycle of a company was presented to the workshop participants. They learnt about the expected amount of funding to be raised. The discussed topics also

included the definition of share and valuation of the company at the different stages. After the introduction, the main focus was during the workshop on how to find not only an investor, but the right one. Tips and tricks were shared about the channels and also what could be the best strategy to approach an investor with regard to investment needs, proposed share and the cooperation options.

Workshop #4 - Crowdfunding for social entrepreneurs

12.12.2023 - Graz, UNICORN Startup and Innovation Hub

Speakers: **Rüdiger Wetzl-Piewald, Kirsten Tangemann**

Resource persons: **Branimir Radakovic, Petra Jurlina**



Crowdfunding has emerged as a powerful tool for entrepreneurs to raise funds and validate their ideas. In this sense, the workshop provided a comprehensive handout outlining proven strategies and best practices for launching successful crowdfunding campaigns. Participants gained insights into crafting compelling campaigns, engaging with backers, and maximising the chances of success. In the beginning

the fundamentals of crowdfunding were explored, and then the practical aspects of crowdfunding, the terminology, platforms, and technological tools were discussed, including the core elements of a crowdfunding campaign.

Workshop #5 - Making company sustainability visible with impact analysis

23.01.2024 - Graz, UNICORN Startup and Innovation Hub

Speakers: **Rüdiger Wetzl-Piewald, Kirsten Tangemann**



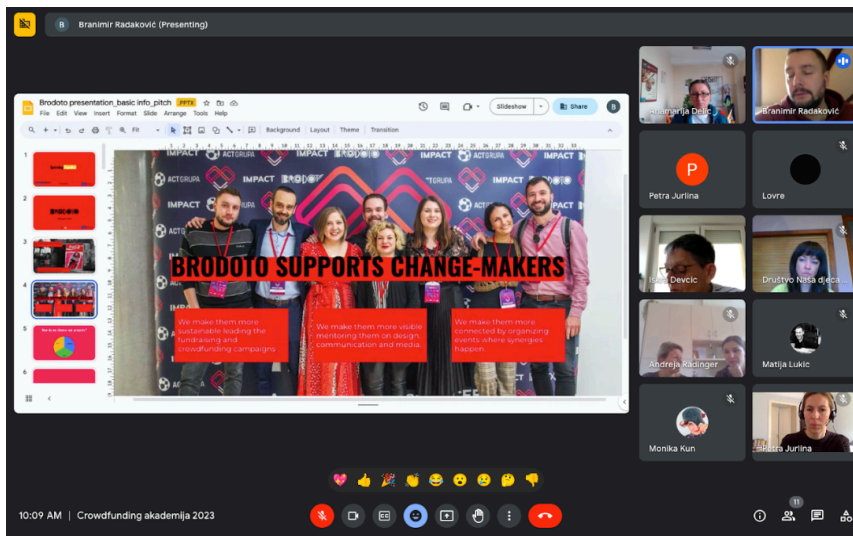
The workshop increased the understanding of how to analyse and maximise the impact of startups. It began by identifying the problem addressed by the company and understanding its implications to set the stage for developing effective solutions. Furthermore it was elaborated how the proposed social entrepreneurship solution can create a positive impact, using the impact staircase model for visualisation.

Participants also delved into the Impact Logic Chain Model, mapping out the causal relationships between actions and outcomes to better understand how change occurs. This was followed by an introduction to impact analysis, getting to know the tools to assess the effectiveness of the interventions and drive meaningful change.

Workshop #1 - Introduction to crowdfunding & Target groups

30.10.2023 - Zagreb, Online

Speakers: Branimir Radaković, Petra Jurlina



The workshop introduced participants to the concept of crowdfunding and its general principles. They learned about various crowdfunding platforms and how to select the most suitable one for their campaigns. A key topic covered was the importance of defining target groups, which included identifying demographic

characteristics, communication channels, and crafting messages to attract specific audiences. Through lectures and practical exercises, participants explored successful and unsuccessful campaigns, learned to define their target groups, and crafted effective strategies. The hands-on tasks included filling out a value proposition canvas and describing their ideal customer to enhance their campaign planning skills.

Workshop #2 - Social Innovation and concepts of social business

08.11.2023 - Zagreb, Impact Hub

Speakers: Rüdiger Wetzl-Piewald, Kirsten Tangemann, Branimir Radakovic, Petra Jurlina



The "Learning Together" workshop held in Zagreb on November 8, 2023, was organised by Brodoto but implemented partly by Social Business Hub Styria (SBHS) to develop, promote, and support social innovation projects and social entrepreneurs. The workshop provided an overview of social entrepreneurship, focusing on how to grow social innovations and create positive social change. Key topics included impact categories, models,

and the importance of integrating target groups either as employees or customers in social business models. The session highlighted successful examples from Austria and the broader European context, such as initiatives by Magdas, Vollpension, and Discovering Hands. The participants engaged in discussions on the Austrian definition of social entrepreneurship, impact chains, and sustainable business practices aimed at addressing societal challenges like climate change, integration, and equal opportunities.

Workshop #3 - Crowdfunding strategy, Perks in a crowdfunding campaign, Video in a crowdfunding campaign

14.11.2023 - Zagreb, online

Speakers: Branimir Radaković, Petra Jurlina

Participants learned the main phases of a crowdfunding campaign, selected appropriate platforms, and understood the importance of their projects. They explored promotional strategies, defined target groups, assembled teams, estimated costs, assessed risks, and set funding goals using the crowdfunding canvas.

Perks (rewards in a crowdfunding campaign) session emphasized the importance of rewards, exploring principles of reciprocity and how to select suitable rewards for target groups. Participants analyzed various campaign examples, identified success and failure factors, and developed their own reward plans.



Pitch & video workshop trained the participants to prepare compelling pitches and effective crowdfunding videos. They practised creating and condensing their pitches, understanding their importance in crowdfunding, job interviews, and the business world.

Workshop #4 - Communication strategy & Pitch

21.12.2023 - Zagreb, online

Speakers: [Branimir Radaković](#), [Petra Jurlina](#)



Participants learned the necessity of having a communication plan and its key components. The workshop emphasised the differences in communication plans based on campaign types, the importance of conversion across different media, and the various channels for communication activities.

The topic was presented through essential steps for creating a communication strategy, including a summary, timeline, situation analysis, target groups, communication channels, key messages, campaign implementation, budget, and measurement. Participants engaged in hands-on tasks to develop these key steps. Participants were also trained on how to prepare compelling pitches and effective crowdfunding videos. They practised creating and condensing their pitches, understanding their importance in crowdfunding, job interviews, and the business world. The workshop provided great insights and practical skills, enhancing participants' abilities to run successful crowdfunding campaigns by focusing on strategic communication and effective pitching techniques.

Joint Workshops



Zagreb, Croatia



Graz, Austria