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An introduction to...

SOCIAL ENTREPRENEURSHIP

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"A PERSON WHO PURSUES AN INNOVATIVE IDEA WITH THE POTENTIAL TO SOLVE A COMMUNITY PROBLEM"

EU COMMISSION "AN INNOVATIVE AND DYNAMIC RESPONSE TO SOCIETAL CHALLENGES, WHICH SEEKS TO MAXIMIZE SOCIAL IMPACT RATHER THAN PROFITS."



Things with a soul, Varna, Bulgaria



Problem *People with disabilities often remain outside of the workforce and are forced to stay at home and rely on the state. Children with special needs experience difficulties assimilating the school material*

Solution *Producing educational toys for children and children with special needs. Training and employing people with disabilities.*

The story so far *Reached more than 10 000 children/yearly, 6 employees at the moment.*

Video LINK: [Социално предприятие "Неща с душа" - YouTube](#)

The Social Teahouse, Varna, Bulgaria

We do not hire people to brew tea, we brew tea to hire people!

Problem *Youth from placement centers often lack skills needed to start their first job at 18 and are subject to many negative influences in their lives.*

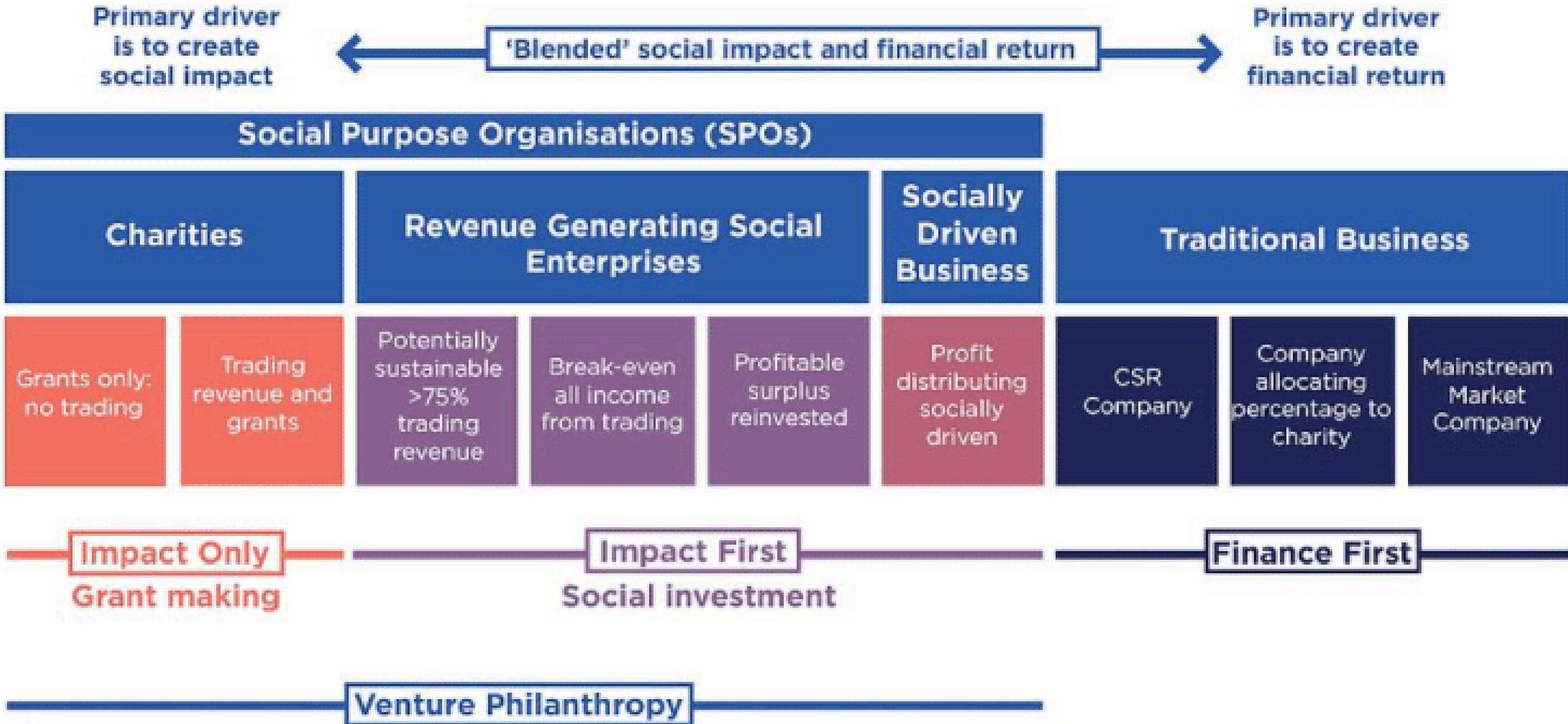
Solution *Providing training, mentoring and first employment to youth from placement centers at the Social teahouse (a coffee/tea shop and event center)*

The story so far *More than 30 disadvantaged youth are supported yearly through our mentoring program*



DIFFERENCE BETWEEN SOCIAL BUSINESS & TRADITIONAL BUSINESS

The EVPA Spectrum



WHAT YOU WILL FIND HERE:

1 - PROBLEM-SOLUTION TREE

What problem you are trying to solve, what are its causes and consequences. Transform the problem into a practical and effective solution with focus on objectives and activities.

2 - SOCIAL IMPACT

Why is it important to measure your social impact? Tools to gauge the results your activity produces in your community.

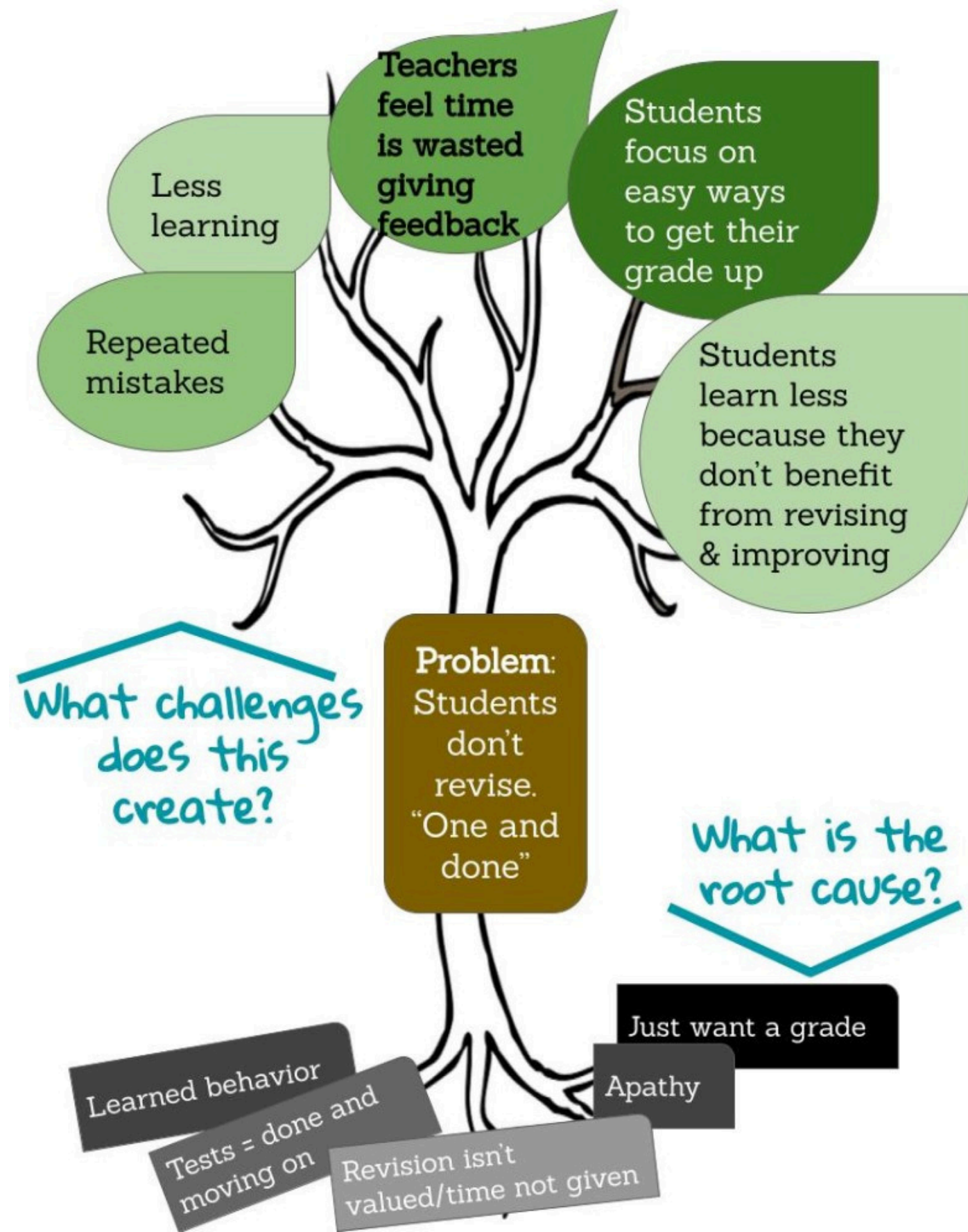
3 - BUSINESS CANVAS

A visual, one-page tool which focuses on the main elements of your business idea and help you analyse and improve it.

4 - THE 90-DAY PLAN

A practical instrument which focuses on the key activities that you need to concentrate on in the first 90 days to ensure successful "take off" of your social business.

1 - PROBLEM TREE



1 - PROBLEM TREE

1. Start by writing down the core problem that you want to solve.

2. Write down the causes of the problem by asking a series of “why” questions. The deeper you go, the better.

The core problem is P.

Why does P exist?

Answer = A.

And why does A exist?

Answer = B.

And why does B exist?

Answer = C

3. Write down the consequences. What does the problem lead to?

The core problem is P.

What does P lead to?

Answer = R.

And what does R lead to?

Answer = S.

Etc.

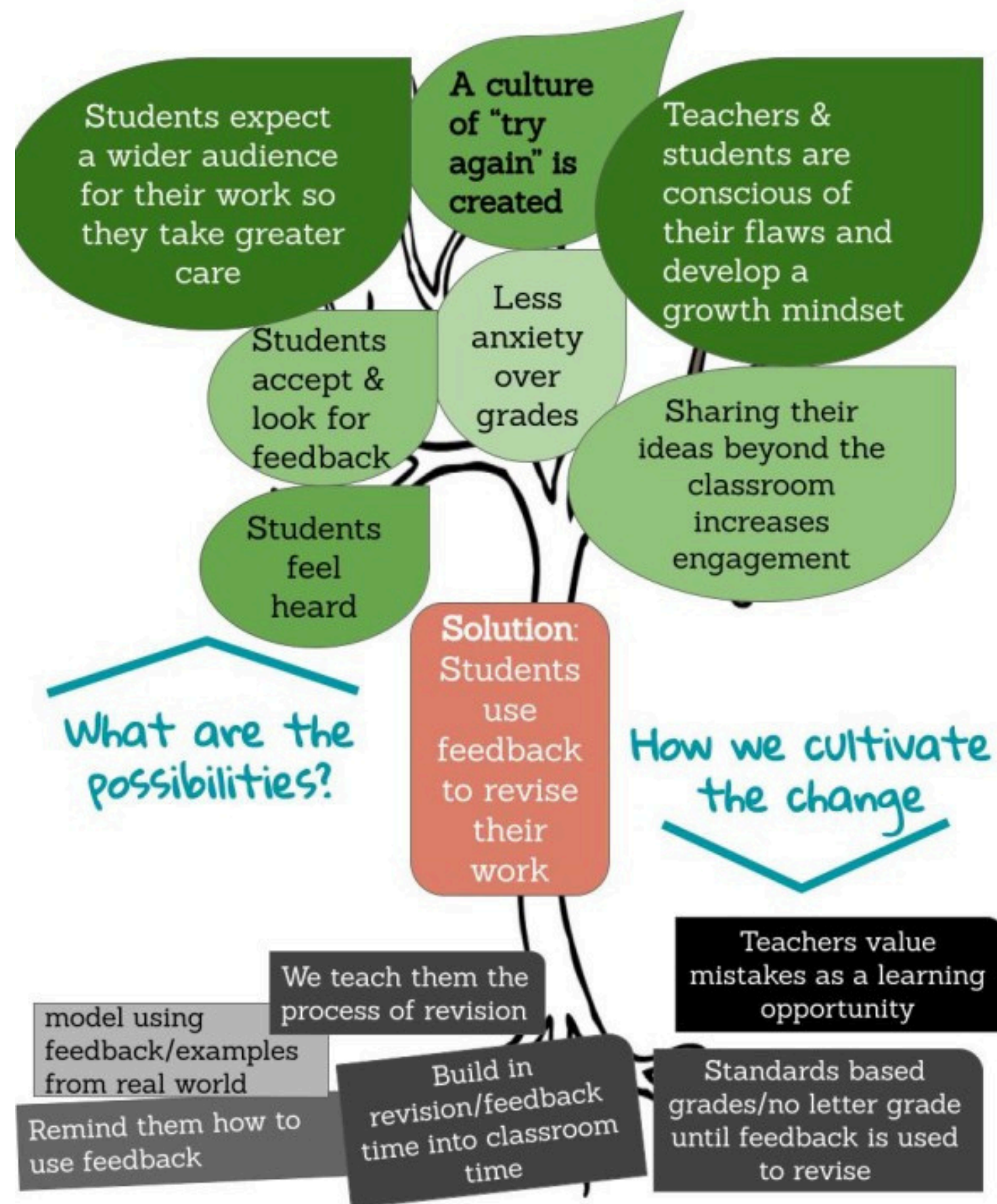
1 - FROM PROBLEM TO SOLUTION

1. To create a **solution tree**, reverse the negative statements from the problem tree into positive ones. For example, “lack of knowledge” becomes “increased knowledge.” The solution tree shows the means-end relationship between objectives.

2. The next step is to **select a preferred strategy for your intervention**. While the solution tree may present multiple interventions, you may not be able to tackle all the causes due to constraints such as funding and time. Identify if any branches are more influential in solving the problem than others. For example, if regulatory factors are dominant but not addressed by your project, this should be considered during the evaluation of the intervention.

3. Once you have selected a preferred intervention, the core problem/solution becomes your immediate objective or outcome. The **roots represent the activities** you need to undertake, while **the branches above indicate the long-term outcomes**.

1 - SOLUTION TREE



Problem and solution

The tool helps to structure the available information to develop a more effective solution.

Problem

Roots of the problem

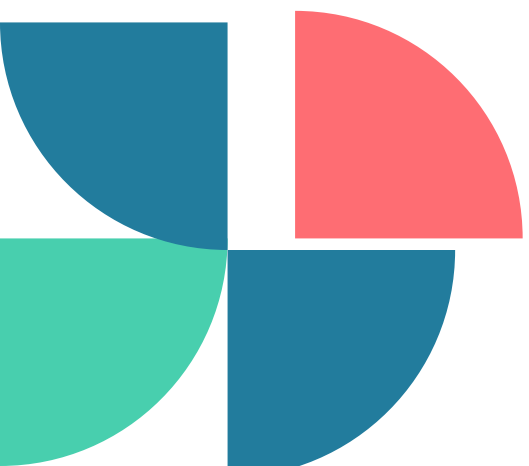
Consequences of the problem


Solution

Main target group

Stakeholders

Long-term results





**The potential for financial
sustainability depends on having
stakeholders willing to pay for the impact you will
create**

3- BUSINESS CANVAS





MOST COMMON MISTAKES

to avoid when creating your business canvas

- 1. Avoid “orphan” elements - not connected to other parts of your Canvas**
- 2. Mixing between the current situation and future plans for development**
- 3. Developing too many ideas on the same Business Canvas**



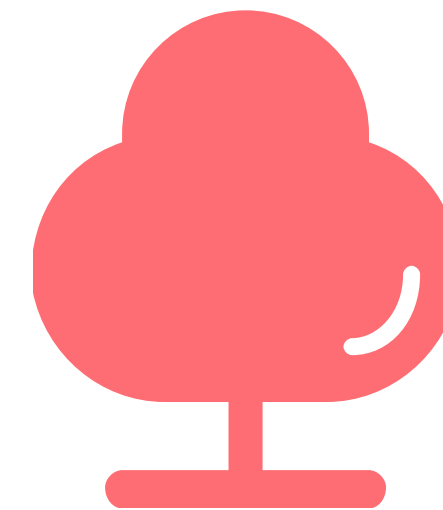
THE 90-DAY PLAN

Why is it important to have a plan for the developing your business even if your main goal is pursuing a social goal/impact?



260%

Entrepreneurs with formal business plans are 260% more likely to launch their businesses



85 %

Companies with business plans grow 30% faster and 85% more than those without plans



30

RESEARCH + DISCOVERY

Develop a crystal clear understanding of how you will achieve your 90-day goals in the face of issues, opportunities, hell, high water, etc.

EXAMPLE TASKS:

- analyze historical data
- mark-up customer profile
- review product ratings

RESOURCE INVENTORY:

- time
- tools
- personnel
- budget

TRIAGE PLAN:

- anticipated
- road blocks
- back-up plans

60

POSITIONING + STRATEGIZING

Design specific programs, projects, and tasks for your team to direct their time, energy and talent into

EXAMPLE TASKS:

- schedule 6 pop-ups in metro area
- create new incentive program
- A/B test 3 new ads

RESOURCE INVENTORY:

- time
- tools
- personnel
- budget

TRIAGE PLAN:

- anticipated
- road blocks
- back-up plans

90

EXECUTING + PRODUCING

This is where the magic happens – and also where ongoing tweaks, refinements, and learning lessons take place.

EXAMPLE TASKS:

- hold 6 pop-ups
- finalize distributor contract(s)
- launch refer-a-friend campaign

RESOURCE INVENTORY:

- time
- tools
- personnel
- budget

TRIAGE PLAN:

- anticipated
- road blocks
- back-up plans

USE A TEMPLATE OR CREATE YOUR PERSONALISED 90-DAY PLAN

BUT MOST IMPORTANTLY - STICK TO IT AND REVISE IT OFTEN!

The image features a white background with decorative geometric patterns in the corners. The top-left corner has a series of thin, parallel lines radiating from a point. The top-right corner contains several overlapping semi-circles in shades of orange, red, teal, and dark blue. The bottom-left corner features a cluster of overlapping semi-circles in red, teal, and dark blue. The bottom-right corner has a series of thin, parallel lines radiating from a point, mirroring the top-left pattern.

THANK YOU