

## **Introduction**

1. *What do you consider to be the greatest challenges we face at this time?*
2. *Which ones are you most inspired to change?*

## **Module 1 - What is a Social Business?**

1. *In your own words, how do you define a social business?*
2. *How is it different than other types of social business?*
3. *What do you see are the key benefits of a social business?*
4. *Any other notes or comments you want to make?*

## **Module 2 - Types of Social Businesses**

1. *What are they two main types of social businesses?*
2. *How are they different from each other?*
3. *Which type of social business are you more attracted to/would you like to see happen in the world?*
4. *Other notes on this module?*

## **Module 3 - Social Business Case Studies**

1. *Which social business case study is most inspiring to you and why?*
2. *Other notes on this module?*

## Module 4 - Developing Your Social Business Concept

1. *What opportunities do you see in your life for creating a social business?*
2. *What problems do you see in your day-to-day life that could be solved by a new social business?*
3. *What are your skills do you have that could contribute to this social business?*
4. *What area of life would this social business impact?*
5. *Other notes on this module?*

## Module 5 - Research and Testing Your Idea

1. *Now that you have your social business, are there similar businesses or projects you can learn from that will help you succeed?*
2. *Who has already done something similar that you can copy or learn from?*
3. *Who do you know who is in your target audience that you could interview to learn what their needs are? Can you enlist them to help you test out your idea?*
4. *Other notes on this module?*

## Module 6 – Mapping Out Your Social Business Blueprint

Answer these questions to map out your social business blueprint:

1. *What product or service will I offer?*
2. *How will I produce this product or service?*
3. *Who are my customers?*

4. *How many are there?*
5. *How do they make their buying decisions?*
6. *How can I find out what price they are willing to pay for the product or service I will offer?*
7. *What is my social objective?*
8. *Whom do I expect to help with my social business?*
9. *What social benefits do I intend to provide?*
10. *How will the intended beneficiaries of my business participate in planning and shaping the business?*
11. *How will the impact of my social business be measured?*
12. *What social goals do I hope to achieve in my first six months? In my first year? In my first three years?*
13. *If my social business is successful, how can it be replicated or expanded?*
14. *Are there additional social benefits that can be added to the package of offerings I will create?*

## **Module 7 – Legal and Financial Aspects of SB**

1. *Which legal structure is most effective for social business?*
2. *Do you think you will use a for-profit structure, or link your social business to a non-profit or NGO?*
3. *Other notes on this module?*

## Module 8 – Attracting Social Business Investors

1. *Who in your personal network might be inspired to help fund a social business?*
2. *What might they need to see before saying “yes”?*
3. *Other notes on this module?*

## Module 9 – Launching Your Social Business

1. *When would you like to launch your social business by?*
2. *Who can help you make your social business a success?*
3. *What are 3 actions you can immediately take to get your social business up and running?*
4. *Other notes on this module?*

## Where to from here?

1. *Now that you have completed this course, what is next for you?*
2. *How will you apply what you have learned here in the Social Business Course to your life and the world around you?*