

Template for the development of the training material

Module 5: Financial and Economic Sustainability of SE

LU: How to build a business plan (N18)

Partner: University of Ljubljana, Slovenia





WORK-BASED LEARNING (10 Hours)

Choose a social enterprise that operates in your community or the enterprise that hosts WBL activity. The purpose of your paper is to analyse the process of creating entrepreneurial opportunities among entrepreneurs in your area. The social enterprise you select should not be large (i.e. it should not have more than 50 employees) and the goal is to talk to the founder of the social enterprise (rather than the current director).

Step 1. Use secondary data sources based on which you can fill in the tables in the first part of the task.

1. Basic information about the enterprise

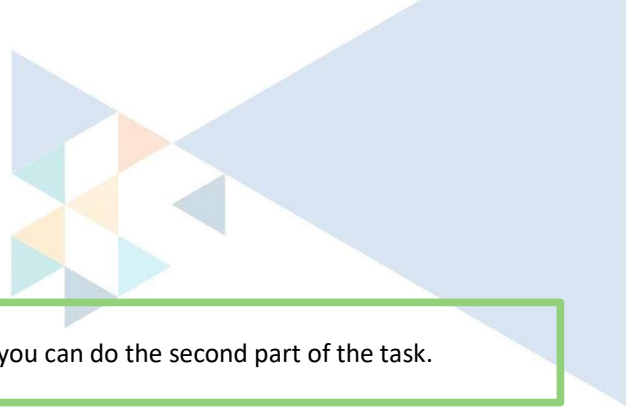
Enterprise name:	
Year of establishment:	
Director of the enterprise:	
Founders:	
Web site:	

2. Key financial information of the enterprise in the last five years

	2016	2017	2018	2019	2020
Revenue					
Profit					
Number of employees					
Number of volunteers					

3. Plot a graph of revenue (profit, number of employees, number of volunteers) movement.





Step 2. Interview the social entrepreneur(s), based on which you can do the second part of the task.

1. The company's main products or services

(Description, indicative share of the company's turnover, main competition for this product, year of introduction).

2. The main customers or/and beneficiaries of the company.

Describe the target customers or/and beneficiaries to whom the company sells its products and services.

3. Introduce the entrepreneurial team (founders)

Introduce the entrepreneur or entrepreneurial team at the beginning of the business and the entrepreneurial team in the present business.

4. Important milestones in the development of the company

Briefly and transparently describe the major milestones of the company's development as follows:

2010 - Establishment of a company

2015 - Purchase of a production line

5. Emergence of an entrepreneurial opportunity

The aim of this section is to present as comprehensively as possible how the business opportunity that gave rise to the enterprise you are describing came about. Describe it as a story, help yourself with the questions below.

Who had the basic idea that gave rise to the business?

What triggered the basic idea?

What was the basic idea?

How did the first team of entrepreneurs come about? What were the founders' professional experiences and backgrounds?

Why did individual members join?

How much time passed from the initial idea to the founding of the company?

How did the basic idea evolve after the company was founded?

How was the business idea different from businesses that had previously existed in the marketplace?

What challenges or obstacles did you face in your entrepreneurial journey?

