

INVESTMENT READINESS

The program provides you with the confidence, insights and tools you will need to find and take on social investment.

PROGRAM OVERVIEW



The Social Enterprise Institute exists to equip a global movement of entrepreneurs with the inspiration, knowledge and tools they need to deliver social change.





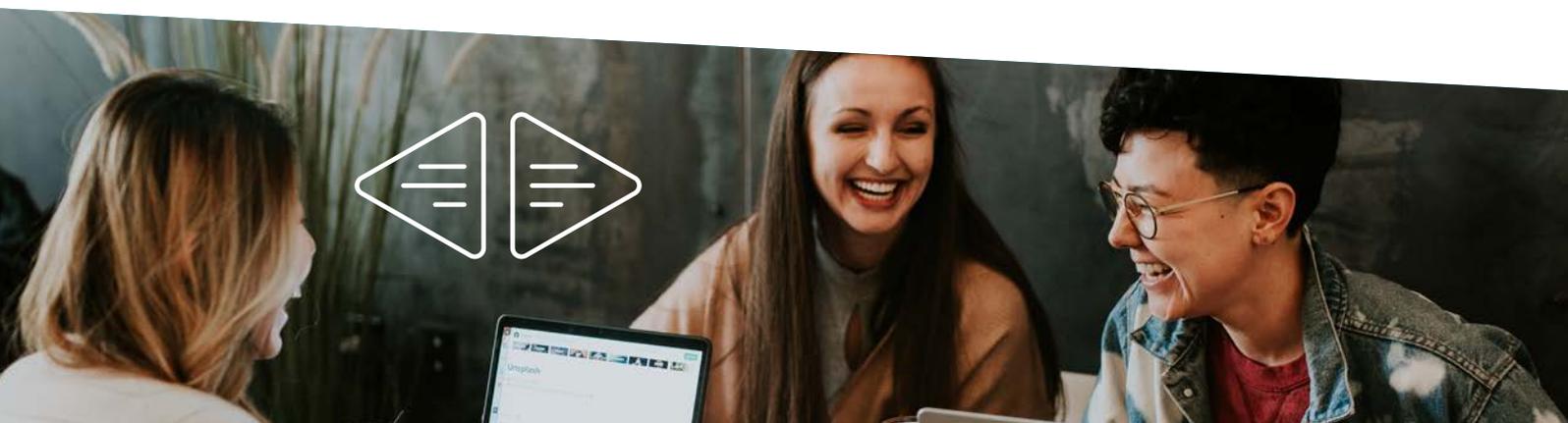
ABOUT OUR PROGRAMS

The **Social Enterprise Institute** provides world-leading learning for social enterprises, purpose-driven businesses, and enterprising nonprofits.

Developed by international experts, each of our programs offer the practical knowledge, tools, and confidence you need to master a topic. You can dive deep into one subject bundle, or take a series of bundles over several subjects that will provide all the foundational knowledge needed to develop a successful social enterprise.

Our interactive, video-based training programs are completed online at the pace, location and time of your choosing. You learn with a global community of social entrepreneurs and coaches, and can ask questions and get feedback at any time.

If you want to develop your skills and build your social enterprise as part of an incredibly supportive online community, our programs are for you.



GETTING READY FOR INVESTMENT

Finance is the fuel required to propel your social enterprise forward.

You may need outside finance from a bank or social lender to:

- > Get things off the ground if you are starting something new.
- > Maintain positive cash flow to deliver a service, finance a contract, or cover costs.
- > Scale-up to take on more services, bigger contracts, or reach more people.
- > Improve your long-term financial stability by buying an asset.

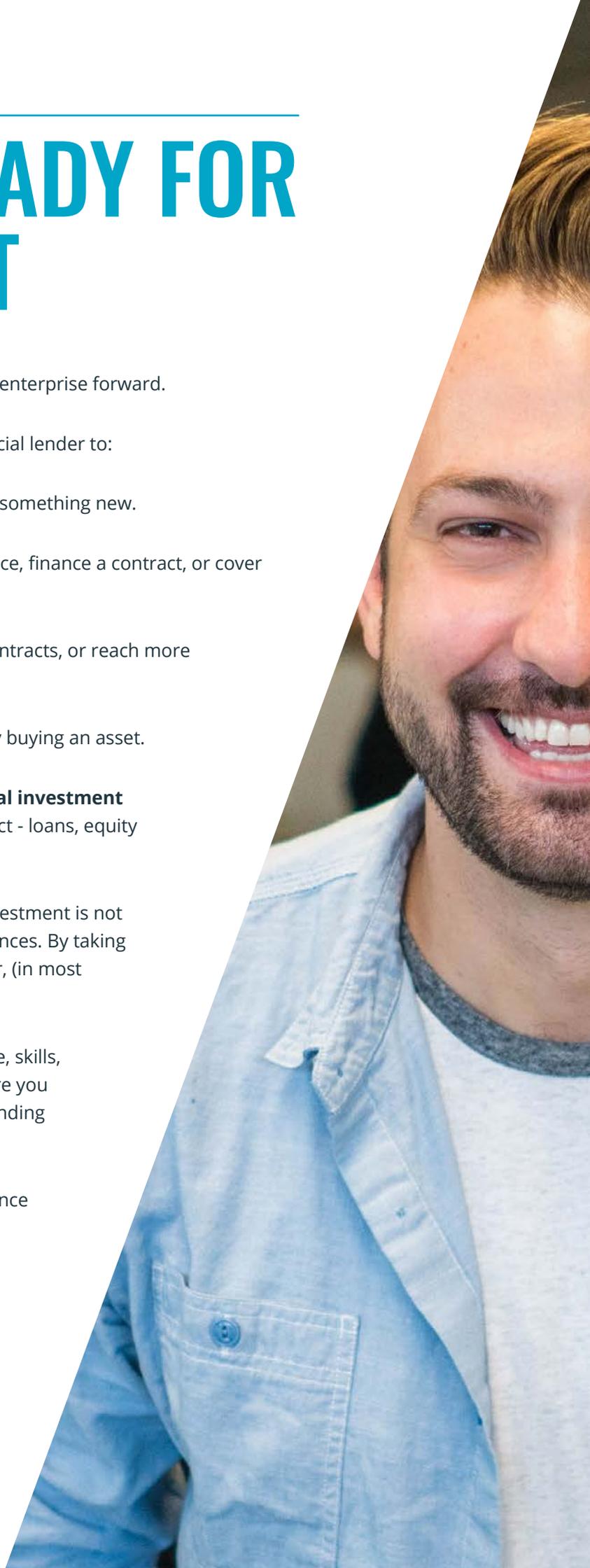
Fortunately, there is an increasing variety of **social investment** options available to help you achieve social impact - loans, equity finance, bonds, and more.

There's a lot to think about though. Taking on investment is not suitable for every organization or in all circumstances. By taking on investment, you are taking on risk. Remember, (in most cases) the money is repayable.

You also need to be ready with the right structure, skills, and business model to attract investors. The more you can prepare, the more likely you are to secure funding and the less likely to run into problems later.

Developed in partnership with leading social finance intermediaries including Vancity Community Foundation, Verge Capital and SVX, this program has been designed to help social sector organizations get investment-ready.

The program covers all the basics of social investment, helps you decide whether investment is right for you, and provides a path to raising the capital you will need.





WHAT YOU WILL LEARN

This program brings together in the most comprehensive way yet, the main approaches, templates, tools, and tips you will need to get investment-ready.

On completion of the program you will be able to:

- > Understand the fundamentals of social investment, providing your leadership team with the confidence to grow and take on risk.
- > Make sense of your financial needs and investment options, and develop a clear strategy for raising capital.
- > Use a variety of financial modelling techniques to test assumptions, establish viability, and present your case in a rigorous way.

- > Navigate the due diligence requirements of investors, building a business case that establishes the financial and social return you will deliver.

- > Pitch confidently to investors, with a clear idea of their requirements, and with the knowledge to negotiate the terms of a deal that will work for you.

While we can't guarantee you will secure investment as a result of this program, we can guarantee you will be significantly better placed to find and take on investment upon completion.



THE COURSES INCLUDED

Through a series of 8 online courses, the program provides all of the information, insights and tools you will need to get ready for investment.

1. SOCIAL FINANCE 101

Taking outside investment may be an unfamiliar concept to you, or a complicated one at best. Learn all the basics of social finance, including the main sources of capital, what they can be used for, and who supplies them.

2. DETERMINING YOUR FINANCIAL NEEDS

Nearly every business has to raise money at some point. Learn how to figure out how much money you will need, the size and timing of the raise, the most suitable sources of funding, and which investment strategy is right for you.

3. FEASIBILITY MODELLING

Before approaching an investor, you will need to demonstrate the viability of your business idea. Learn how to quickly consider all of the essential elements that impact financial feasibility, and build a simple model to validate assumptions.

4. COMPLETING A FEASIBILITY MODEL

Before asking for investment in your business, you must ensure the numbers stack up. Learn how to combine market data with accurate modelling to see if your project makes sense, given your market and circumstances.

5. PRESENTING THE FINANCIAL DATA

The financial data that you produce is only as good as the use you put it to. Find out how to analyse data from your financial model, how to present it, and how to use it to make your case for investment.

6. DEMONSTRATING SOCIAL IMPACT TO INVESTORS

Social investors give money because they want social return, as well as financial return, and they need to be confident you can deliver both. Find out how investors assess impact and how you can produce a credible impact plan to satisfy their needs.

7. REFINING YOUR BUSINESS MODEL AND PLAN

A carefully crafted business plan will help you explain to investors how you will use the money and how you will repay it. Learn how to assess your business model and strengthen your business plan based on investors' most common requirements.

8. TAKING ON AN INVESTMENT

Before investing, an investor will really do their homework. Brace yourself. Learn more about the deal room documentation you will need to collect, how you can deliver the perfect pitch, and how to prepare for negotiating final terms.

These courses can be taken sequentially, with each building on the last, or you can take them when you require knowledge on a particular topic.

WHAT YOU GET

The Investment Readiness Program is available on-demand, in bite-sized chunks and in a form that's just right for busy founders, managers, and staff.

From the program you can:

- ✓ Get the full **e-learning bundle**, which includes unlimited access to all **8 online courses**, together with exclusive downloadable **templates and worksheets**, plus an array of relevant **examples, reading** and further **resources**.
- ✓ Deepen your learning experience through an **intensive, group-based training day** where you will learn among a supportive group of peers, and then gain **certification** on successful completion of the online courses and submission of an applied program assignment.
- ✓ Take the opportunity for a more personalized program (Premium Program only), including **monthly check-ins**, access to **group coaching** every two weeks by way of video calls, together with up to 10 **one-on-one coaching sessions** to help work through all of your marketing challenges.





PROGRAM OPTIONS AND FEATURES

Choose the program option that works for you.



E-LEARNING BUNDLE

- ✓ Introductory program video
- ✓ Package of 8 on-demand e-learning courses
- ✓ Downloadable templates and worksheets
- ✓ Recommended reading and resources
- ✓ Initial check-in call with the program leader



ACCELERATED CERTIFICATE

- ✓ Introductory program video
- ✓ Package of 8 on-demand e-learning courses
- ✓ Downloadable templates and worksheets
- ✓ Recommended reading and resources
- ✓ Initial check-in call with the program leader
- + Ongoing monthly contact with the program leader
- + Exclusive course materials and resources
- + Program assignment and assessment
- + Certificate on successful completion



PREMIUM PROGRAM

- ✓ Introductory program video
- ✓ Package of 8 on-demand e-learning courses
- ✓ Downloadable templates and worksheets
- ✓ Recommended reading and resources
- ✓ Initial check-in call with the program leader
- + Ongoing monthly contact with the program leader
- + Exclusive course materials and resources
- + Program assignment and assessment
- + Certificate on successful completion
- + Regular motivational emails, tips and videos
- + Access to additional online masterclasses
- + Fortnightly peer group coaching via video calls
- + Up to 10 one-to-one expert coaching sessions

WHO THE PROGRAM IS FOR

Our Investment Readiness program is designed especially for social enterprises, mission-led businesses, and nonprofits.

Are you ready to take your enterprise to the next level? Unsure of where to turn for the right investment? Confused by the terminology that investors use and their requirements? Uncertain about the implications and risks of taking on investment? Look no further, this is the program for you.

If you belong to one of the following groups, this program will likely be the perfect fit.



FOUNDERS AND LEADERS

Perhaps you're starting or building your social enterprise and need an injection of capital to move forward. You can use the program to learn about everything you will need to do to find and secure investment, or take courses to learn about things as you need them. With affordable coaching you can get all your questions answered.



BUSINESS DEVELOPERS AND MANAGERS

Maybe you're responsible for enterprise activities, services or products. You can use our e-learning package as your step-by-step guide to unlocking investment opportunities for your business. Further customized coaching, training, and consulting services are also available on request from the Social Enterprise Institute.



INVESTORS AND ADVISORS

As someone already experienced in raising or providing capital, your ongoing professional development is vital. Refresh your skills or fill gaps by taking our online courses. You can also take our full certificate to deepen your knowledge and validate your skills, or work with an expert coach to improve your practice.



BE HAPPY :)

ABOUT THE SOCIAL ENTERPRISE INSTITUTE

The **Social Enterprise Institute** is the world's school for social enterprise. We're on a bold mission to equip 1,000,000 changemakers with the inspiration, knowledge, and connections they need to achieve a lasting social change. We bring together a diverse global team of social entrepreneurs, educators, developers, content specialists and coaches.



WHERE CAN I FIND OUT MORE?

Committed to making a change in the world?
Talk to us or register your interest today.

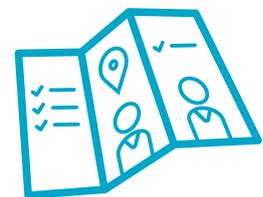
CONTACT US:

ASK A QUESTION

hello@socialenterpriseinstitute.co

REGISTER TODAY

www.socialenterpriseinstitute.co



The Social Enterprise Institute is the world's school for social enterprise. We bring all the knowledge and tools you will need to start, manage, and grow an amazing social enterprise... plus a supportive global community of peers, instructors, and coaches.



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