

SOCIAL ENTERPRISE LAUNCHPAD

# STEPS TO STARTUP

Plan, Build and Launch a Business that Matters

**PROGRAM OVERVIEW**

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# WHAT IS STEPS TO STARTUP?



**Steps to Startup** is a world-leading startup program that helps you to plan, build, and launch a successful social enterprise.

It's an interactive, video-based training program that you complete online and at your own pace. The program guides you through the entire startup process, with actionable tools, templates, and tips at every stage. You can learn with a global community of social entrepreneurs and coaches, and you can ask questions and get feedback at any time.

If you want to build your social enterprise quickly and as part of an incredibly supportive online community, **Steps to Startup** is for you.

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## WHY THIS PROGRAM?

Stop us if any of this sounds familiar to you ...

- > You've a great idea about how to make a difference in the world, but you don't know where to start or how to turn your idea into an actionable plan.
- > You've been working on an idea for a new social venture but co-workers, friends, and advisors just don't get it. You're not sure where to turn for the right advice.
- > You've spent countless hours trying to get your new venture off the ground, but you're still not getting the funding or support you need to make it happen.



That's where **Steps to Startup** comes in.



**Social enterprises are businesses that trade for the common good. They exist to tackle social problems, help communities, and protect the environment. By selling products and services they create jobs and reinvest profits back into their work or community. When they profit, society profits.**



# WHAT ARE THE BENEFITS?



**Steps to Startup** will give you the knowledge, tools, and confidence you need to launch your idea.



## FIND YOUR PATH

Work through a startup method developed by international experts, enabling you to design, test, and adjust your idea quickly and with confidence.



## GAIN KNOWLEDGE

Develop the skills and mindset you will need for the journey through world class e-learning.



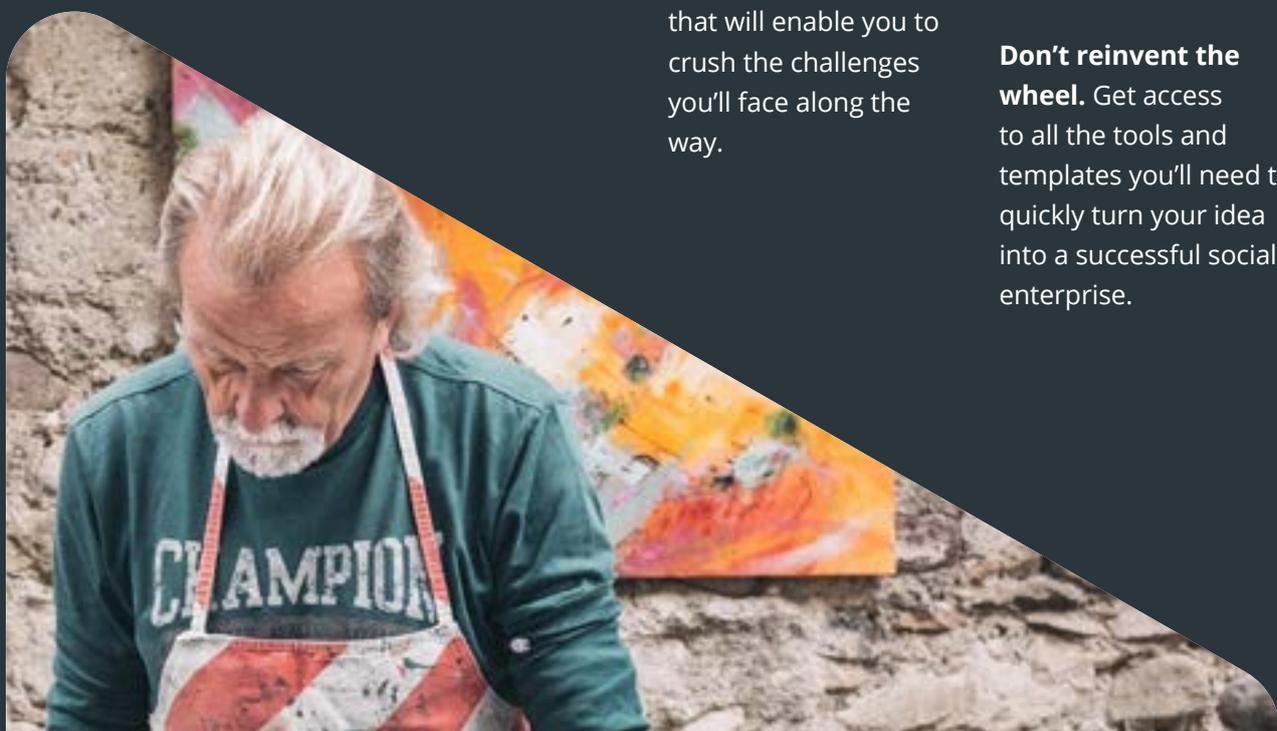
## AVOID PITFALLS

Get practical advice, tips, and examples that will enable you to crush the challenges you'll face along the way.



## MOVE FASTER

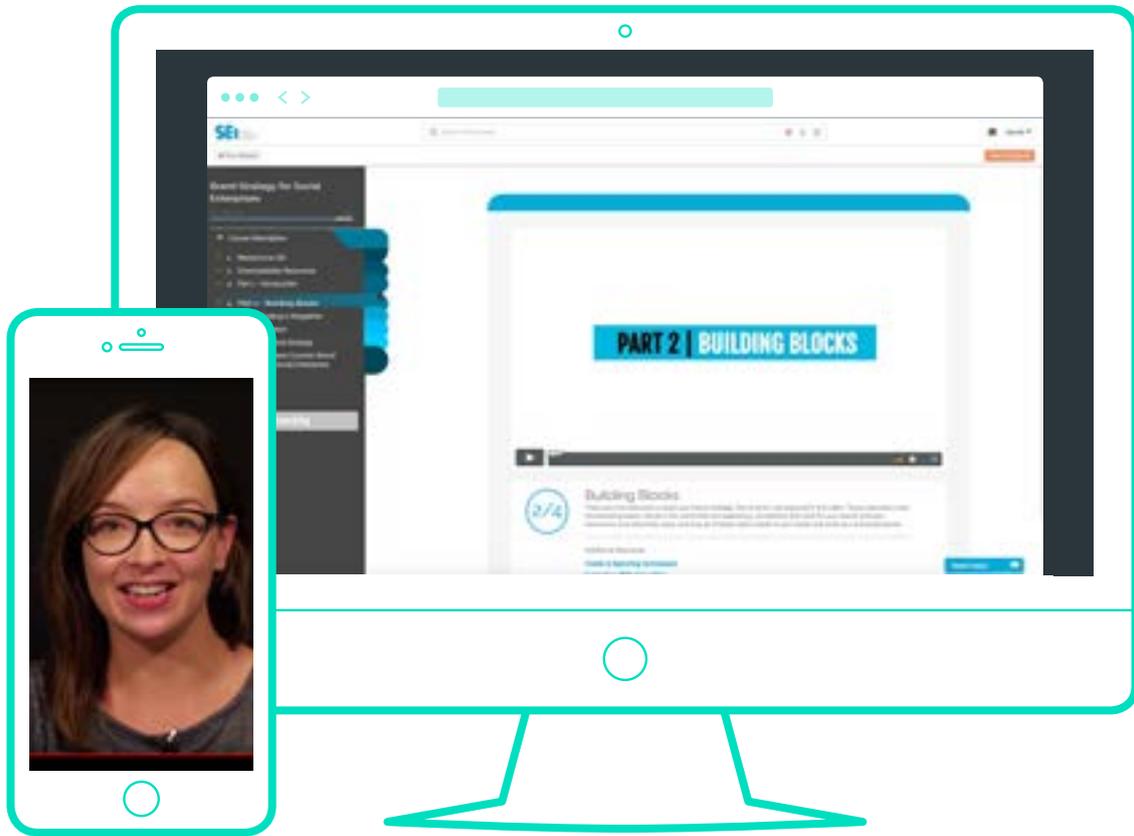
**Don't reinvent the wheel.** Get access to all the tools and templates you'll need to quickly turn your idea into a successful social enterprise.



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## WHAT WILL I GET ACCESS TO?

**Steps to Startup** is available on-demand in bite-sized chunks, in a form just right for busy founders and managers.



As part of the program you can get:

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### ONLINE TRAINING

Unlimited access to our groundbreaking series of **8 online courses**, including **33 video-based learning modules**, exclusive downloadable **templates and worksheets**, plus an array of **examples, reading material**, and further **resources**.

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### PEER-TO-PEER SUPPORT

An invitation to our **Social Shifters Facebook Community** and **Startup Forum**. Here you can get insights and answers from an incredibly supportive global community of peers, instructors, and coaches.

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### FULL MEMBER BENEFITS

Additional benefits from our full Social Shifters membership, including an **all-access pass to weekly webinars, 12 free online courses** (one each month), a **10% discount** on all elearning, exclusive **workbooks and toolkits**, together with **regular motivational emails, tips, and videos**.

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### PERSONALIZED COACHING

The opportunity for a more personalized start-up 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 support you through your startup journey.

# WHAT DOES THE CONTENT COVER?

We guide you through all the foundational steps necessary to get your idea out into the world.



## DEFINING THE PROBLEM

Every social entrepreneur starts out determined to solve a social or environmental problem. Find out how to validate the seriousness and extent of the problem that moves you, how to get to its root cause and effect on people, and how you can find the right solution.



## PLANNING YOUR SOCIAL IMPACT

So a need exists, but how will the world be different and better because of your efforts? Find out how to plan for social impact, how to communicate your 'theory of change' to stakeholders, and how to get focused on the results you must deliver and account for.



## BUILDING SUPPORT FOR YOUR CAUSE

While you're now committed to a world-changing mission, you don't need to act the hero or go it alone. Find out how to build a strong core team, develop your network, recruit influential allies, and mobilise an army of supporters behind your cause.





## TESTING IDEAS ON A SMALL SCALE

You're on your way, but why waste time, money, and energy on ideas that will flop? Find out how to generate an abundance of social enterprise ideas, select a winning concept, and continually test and adapt it based on customer feedback.



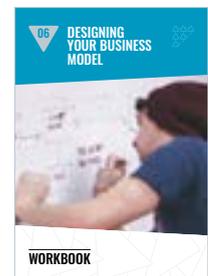
## FINDING YOUR CUSTOMERS

Customers quickly become the lifeblood of your business. Find out how to find your ideal market and customers, define the qualities that separate you from the competition, and show customers why they should buy from you.



## DESIGNING YOUR BUSINESS MODEL

There are suddenly a lot of moving pieces to think about. Find out what the essential components of a successful social enterprise are, how they fit together, and how to consciously design a business that achieves both impact and profit.



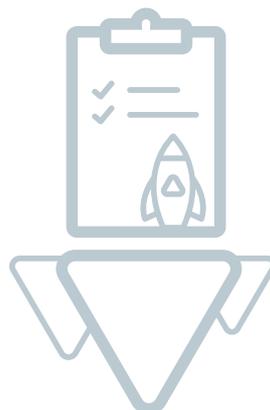
## SECURING THE FUNDING

You reach a point where outside finance is necessary to fuel your ambitions. Find out how much money you will need to really get going, how to navigate the financing options available and risks associated, and how to secure the startup funding you require.



## GETTING READY FOR TAKE-OFF

You're ready to fully launch your enterprise after successful testing. Find out how to keep it legal, stay on top of the money and inevitable red tape, execute an effective launch plan, and build an identifiable brand.



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## WHO IS THE PROGRAM FOR?

This program is for anyone that wants to do good in the world through any form of social enterprise, co-operative, or purpose-driven business.

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### SOLO SOCIAL ENTREPRENEURS

Starting a business alone can be tough, but starting one that combines social and commercial goals can be even harder.

Whether you're completely new to this or are already in the early stages of starting something special, this is totally for you.

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### FOUNDING TEAMS AND GROUPS

Working with others to solve a community problem using business methods?

This program is the perfect testing ground. We'll help you get organized, find a way forward that builds on the assets available, and make rapid progress towards your shared goals.

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### NONPROFITS AND CHARITIES

Perhaps your organization is considering trading activity but is concerned about the risks, lacking business skills, or unclear about how to make money while staying true to your mission.

Look no further, this program offers the step-by-step process to follow.





# PROGRAM OPTIONS AND FEATURES

Choose the **Steps to Startup** plan that works for you.

## BASIC PROGRAM

(Your basic elearning package, with lots of support from peers)

- ✓ Introductory program video
- ✓ Package of 8 on-demand elearning courses
- ✓ Downloadable templates and worksheets
- ✓ Recommended reading and resources
- ✓ Check-in call with the program leader
- ✓ Peer support via an active Facebook group

## BASIC+ PROGRAM

(Enjoy our basic program plus all the benefits of full membership)

- ✓ Introductory program video
- ✓ Package of 8 on-demand elearning courses
- ✓ Downloadable templates and worksheets
- ✓ Recommended reading and resources
- ✓ Check-in call with the program leader
- ✓ Peer support via an active Facebook group
- + All-access pass to member webinars
- + 12 free online courses, one each month
- + 10% discount on all further elearning
- + Exclusive workbooks and toolkits
- + Regular motivational emails, tips, and videos
- + Monthly check-ins with the program leader

## PREMIUM PROGRAM

(E-learning, peer support, member benefits, personalized coaching)

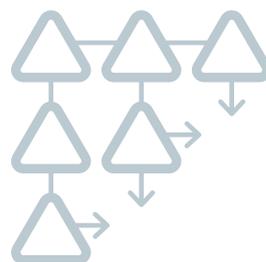
- ✓ Introductory program video
- ✓ Package of 8 on-demand elearning courses
- ✓ Downloadable templates and worksheets
- ✓ Recommended reading and resources
- ✓ Check-in call with the program leader
- ✓ Peer support via an active Facebook group
- + All-access pass to member webinars
- + 12 free online courses, one each month
- + 10% discount on all further elearning
- + Exclusive workbooks and toolkits
- + Regular motivational emails, tips, and videos
- + Monthly check-ins with the program leader
- + Fortnightly peer group coaching via video calls
- + Up to 10 one-to-one expert coaching sessions



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# WHAT IS 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.







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## WHERE CAN I FIND OUT MORE?

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

### CONTACT US:

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ASK A QUESTION

[hello@socialenterpriseinstitute.co](mailto:hello@socialenterpriseinstitute.co)

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REGISTER TODAY

[www.socialenterpriseinstitute.co/stepstostartup](http://www.socialenterpriseinstitute.co/stepstostartup)



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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