

SOCIAL ENTERPRISE CONCEPT



Who?
What?
Why?

What is the social problem?
What is the market solution?

02



Sustainability?

How are you going to take your
Social enterprise from start up
to a sustainable business?

04



Clear Understanding.

Have you taken your audience from
knowing nothing to a clear understanding
of your social enterprise?

05



Audience.

Write for an audience that
does not know anything
about your social enterprise.

01



Organization.

How will your SE be structured?
What is your market size?
Who is your customer?
Who is your beneficiary?
Are there examples of prominent
traditional for-profits that have a
similar market?

03