



Innoweave

Practical Tools for Social Innovation

Introduction to Social Enterprise Webinar

Presented by: **e np**

enterprising non-profits

September 13, 2013



Currently supports 7 new tools with website, workshops, and coaching



CLOUD COMPUTING



COLLECTIVE IMPACT



DEVELOPMENTAL EVALUATION



IMPACT AND STRATEGIC CLARITY



OUTCOMES FINANCE



SOCIAL ENTERPRISE



SOCIAL FINANCE

Innoweave.ca Website/
Webinars

Learn about each tool and **determine which tools** are for you

Workshops

Determine how your team will **apply the tool** and **questions** that need to be answered

Coaches/Grants

Connect with coaches to help you **implement** and access **funding**



Agenda

Introduction to Social Enterprise

- Why
- What
- Plan, Manage, Measure
- Development Path
- Innoweave Social Enterprise Workshop



The Goal is to Advance Your Mission

*Employment
Opportunities*



Social Capital



*Cultural
Capital*



*Economic
Diversity*

*Environmental
Capital*



Social Enterprise is a 'VERB'!

Social Enterprise is a tool to support the success and sustainability of non-profits...



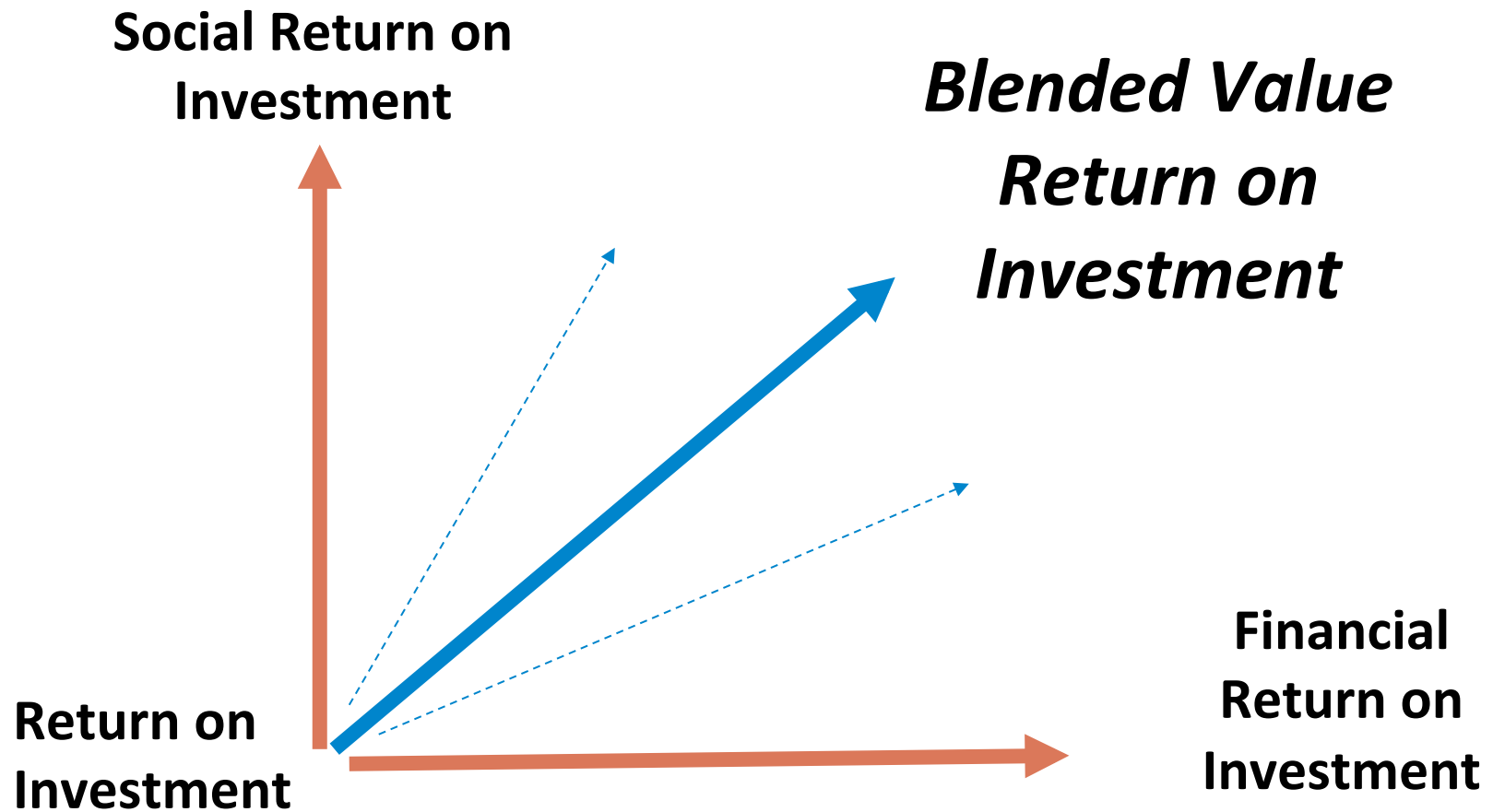
What is Social Enterprise?

A business operated by a non-profit...

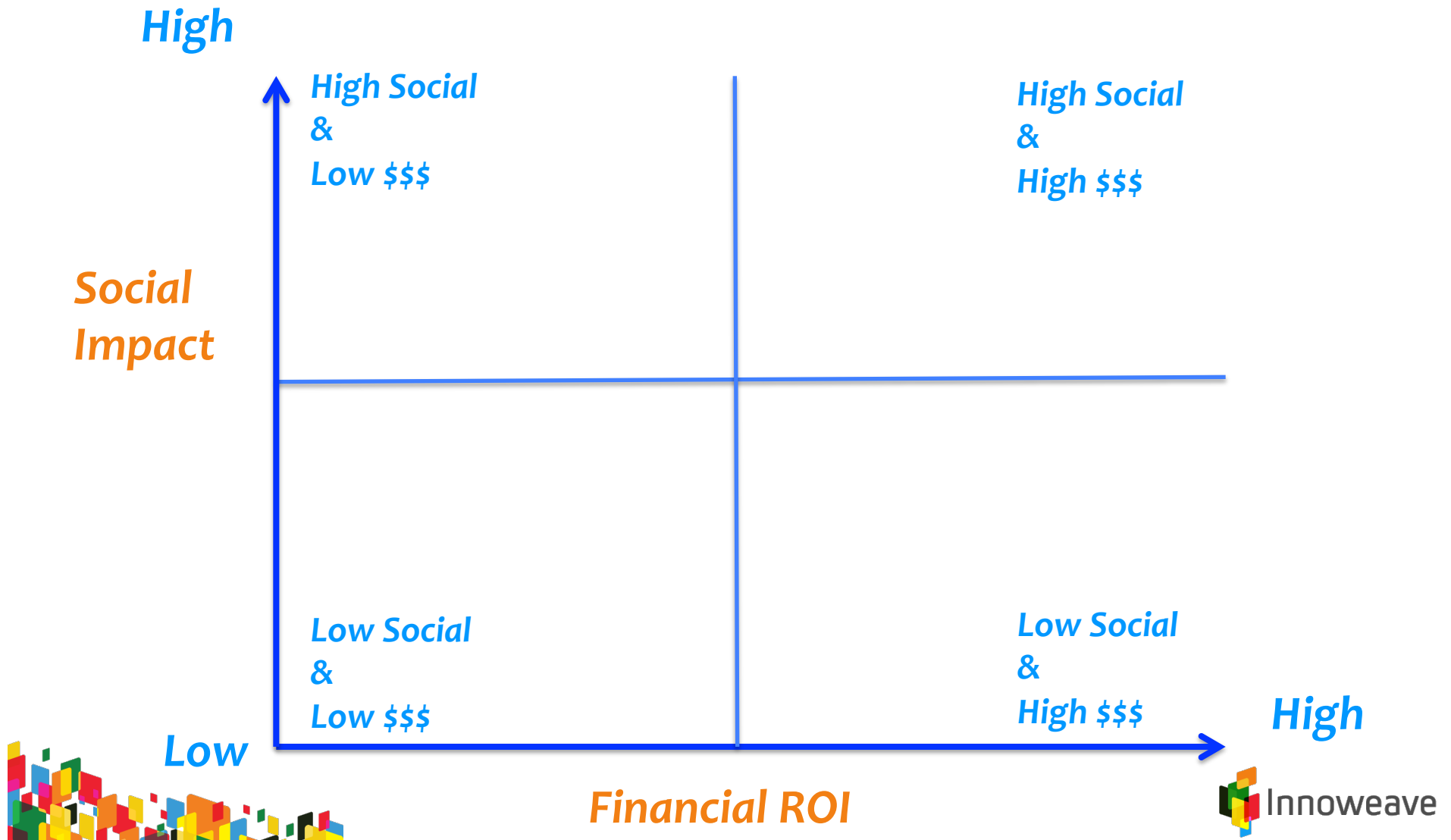
- As a business sells goods or services to customers...generating income from sales...
- As a non-profit it is achieving its social, cultural or environmental mission...



Social Enterprise Seeks a Blended Return on Investment



Blended Value Mapping Matrix: Innoweave Workshop Focus



Business Model Continuum

Not-for-Profit Ownership

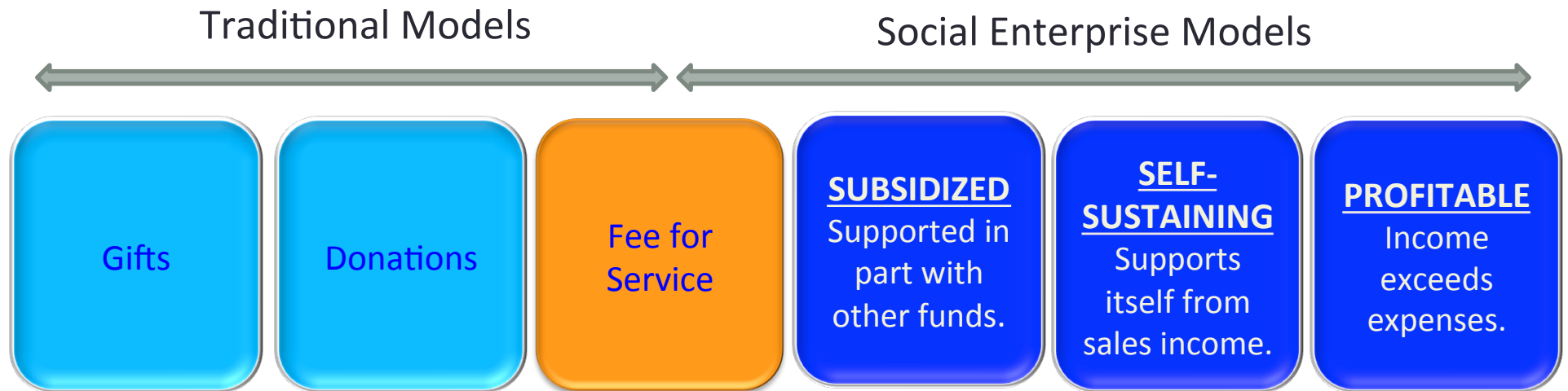
For Profit / Private Ownership



***Blended Return
on Investment***



Non-Profit Continuum



Every Possible Type of Business



Recycle

*Health
Care*



Retail



Landscaping

*Farmers
Markets*



Catering

Car Shares

Arts



Recreation



Manufacturing

Maintenance



A Full Array of Potential Community Impacts



Food Security



Health Care



Employment



Training

Succession Planning



Social Inclusion

Disabilities



Education

Youth



Culture

Economic Development



Why non-profits start social enterprises...

- Advance their mission
- Contribute to financial sustainability



Mission

- Environment
- Community and Social Services
- Arts, Museums & Theatre Groups
- Targeted Employment Focus
- Sports & Recreation



Financial Sustainability

Increase Revenue & Leverage Assets

- Atira Property Management in Vancouver
- Restore: Habitat for Humanity
- Thrift Stores
- Prince George Aboriginal Friendship Centre



Social Enterprise is...

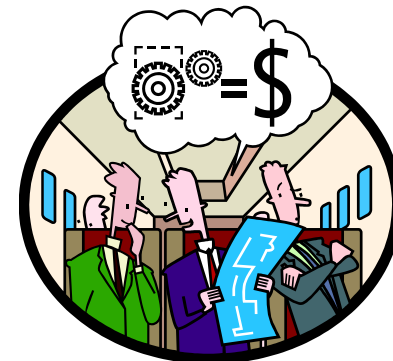
Not a Quick & Easy Source of Cash



Not a Silver Bullet



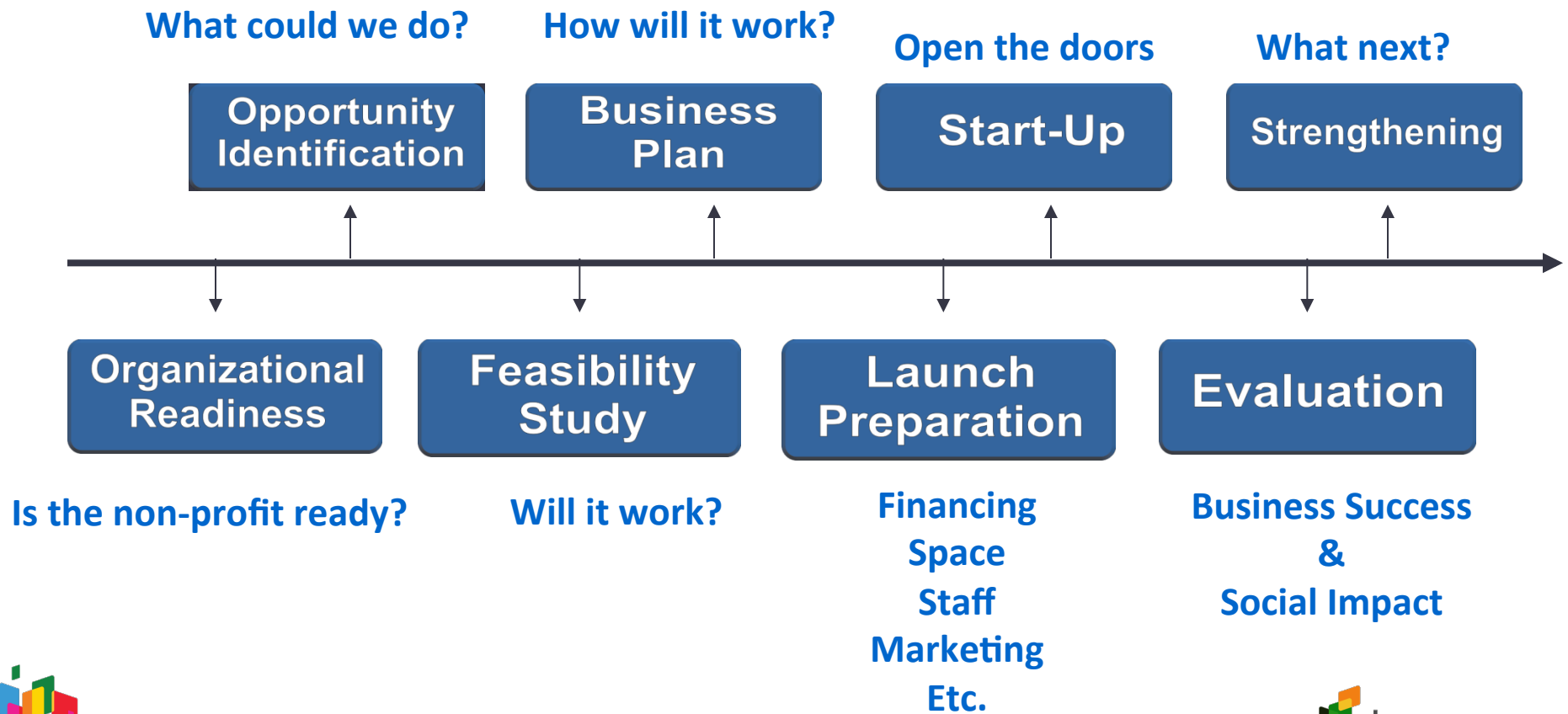
Won't Solve Dysfunctional Behaviour



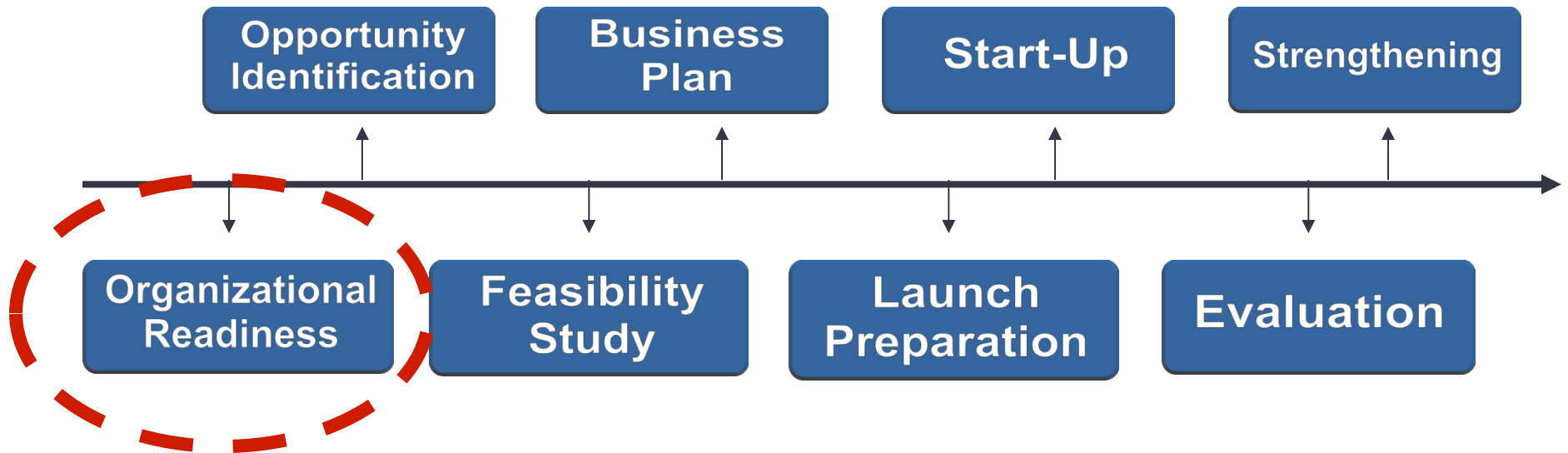
What to Plan, Manage, and Measure in a Social Enterprise...



Building a Social Enterprise: The Development Path



Social Enterprise Development Path



Social Enterprise Score Card

Indicate your score on each line

1 Very Low  10 Very High
Organizational Readiness

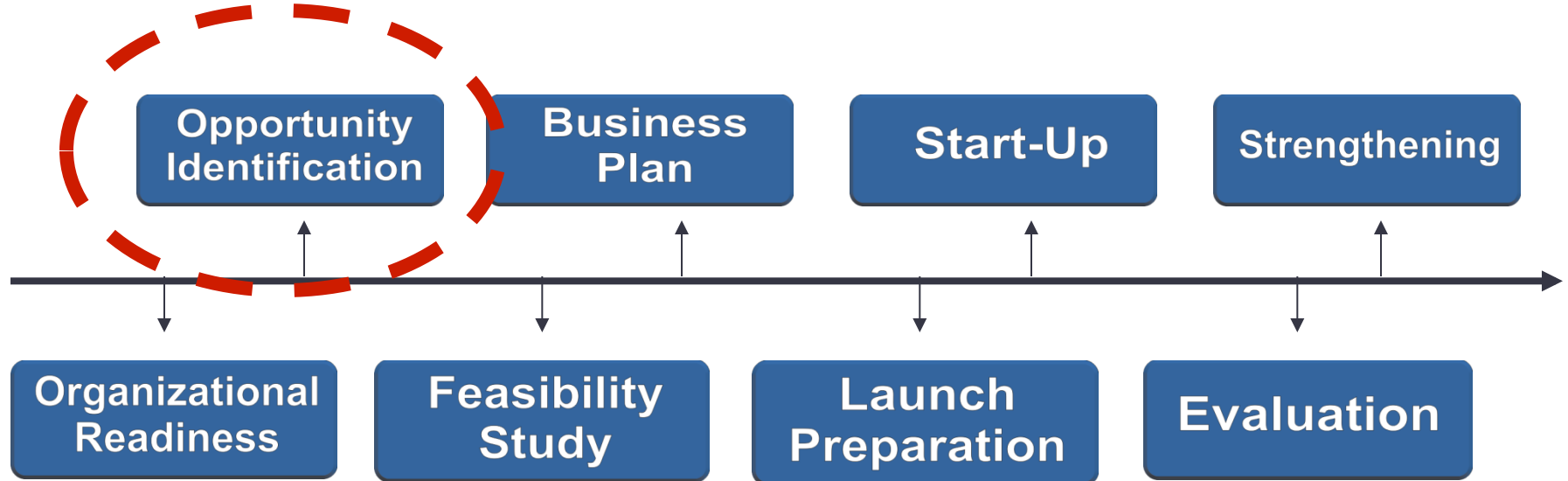
1 Very Low  10 Very High
Social Enterprise Concept Readiness

1 Very Low  10 Very High
Business Skills Readiness

***What are the implications of this assessment?
Prior to Innoweave Workshop – Assessment Tools
On-line: www.innoweave.ca***



The Social Enterprise Development Path

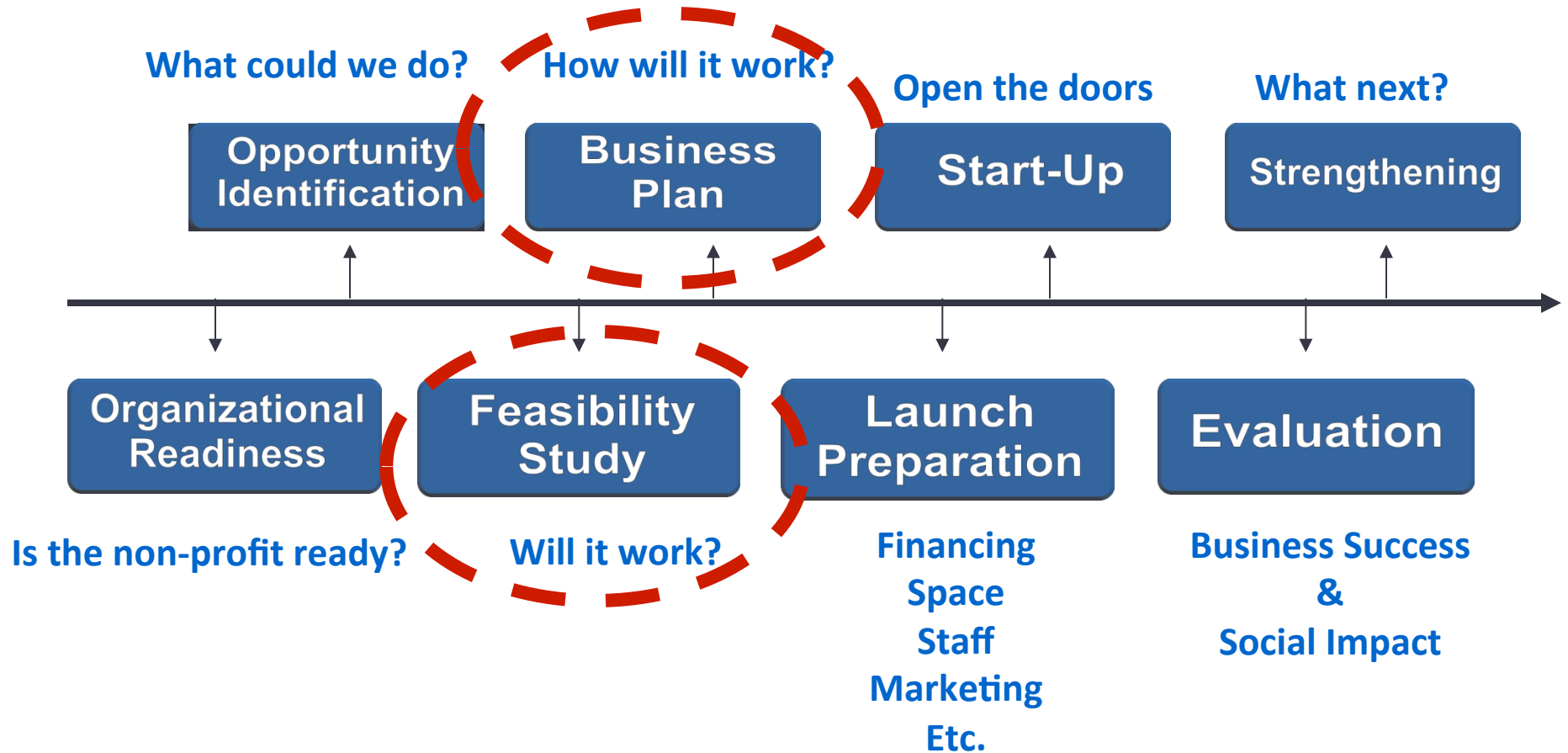


Opportunities Assessment & Strategic Alignment

- What is our “Mission” goal?
- Will this enterprise contribute to achieving “Mission” goal?
- How will we measure impact?



Innoweave Workshop Focus



Thank you

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