

Erasmus+ Capacity Building in Higher Education

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Duration: 36 Months (15/01/2020-14/01/2023)



Strengthening innovative social entrepreneurship practices for disruptive business settings in Thailand and Myanmar



Co-funded by the
Erasmus+ Programme
of the European Union

Agenda



Agenda

DAY 3

8:00 (EU)	12:30 (MMR)	13:00 (THA)	Introduction to SE logic
8:30 (EU)	13:00 (MMR)	13:30 (THA)	Delancey Street Foundation
9:15 (EU)	13:45 (MMR)	14:15 (THA)	Break
9:30 (EU)	14:00 (MMR)	14:30 (THA)	Identifying and mapping business opportunities
10:00 (EU)	14:30 (MMR)	15:00 (THA)	Introduction to canvas
10:20 (EU)	14:50 (MMR)	15:20 (THA)	Identifying target beneficiaries
10:40 (EU)	15:10 (MMR)	15:40 (THA)	Identifying and mapping commercial customer segments
11:00 (EU)	15:30 (MMR)	16:00 (THA)	Break
11:15 (EU)	15:45 (MMR)	16:15 (THA)	Sharing session
12:15 (EU)	16:45 (MMR)	17:15 (THA)	Wrap up session

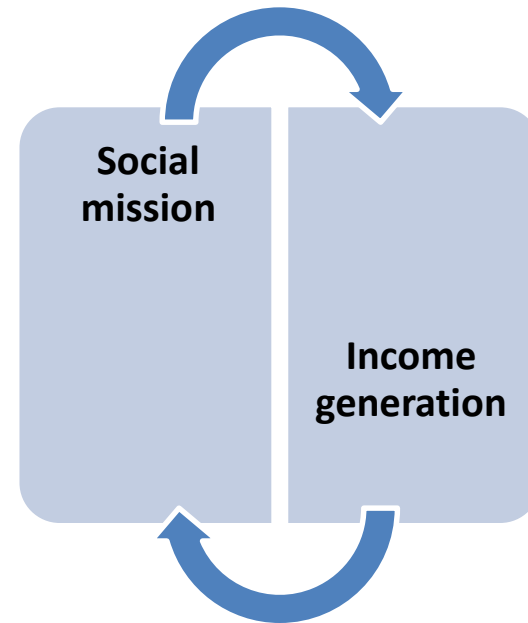
Introduction to SE logic



Competing logics



Synergizing



Delancey Street Foundation



Identifying and mapping business opportunities

- What do we want to deliver for the chosen social group?
- Are our beneficiaries also our commercial customers or are these two groups completely different?
- Who will be your customers?
- How will we sell our products/services to in order to generate income?
- How will you reach out and inform your beneficiaries?
- How will you communicate with commercial customers?
- What distribution or sales issues do you need to plan?

CORE ACTIVITIES



COMMERCIAL



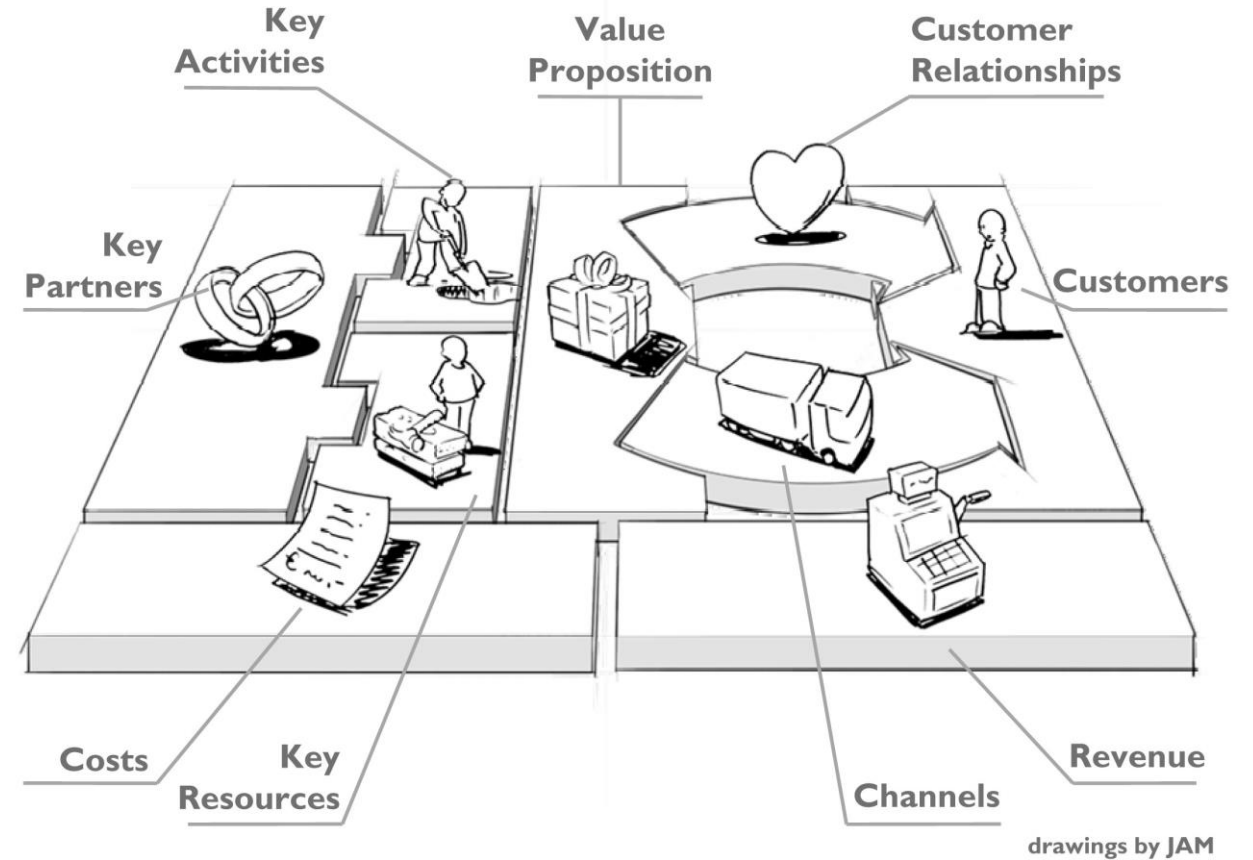
SOCIAL

Introduction to Canvas




Introduction to Business Model

Canvas



Definition of a business model

Chesbrough and Rosenbloom (2002) - The business model is “the heuristic logic that connects technical potential with the realization of economic **value**” (p. 529)



Teece (2010) - “A business model articulates the logic, the data and other evidence that support a value proposition for the customer, and a viable structure of revenues and costs for the enterprise delivering that **value**” (p. 179)

A **business model** describes
how an idea will create value.

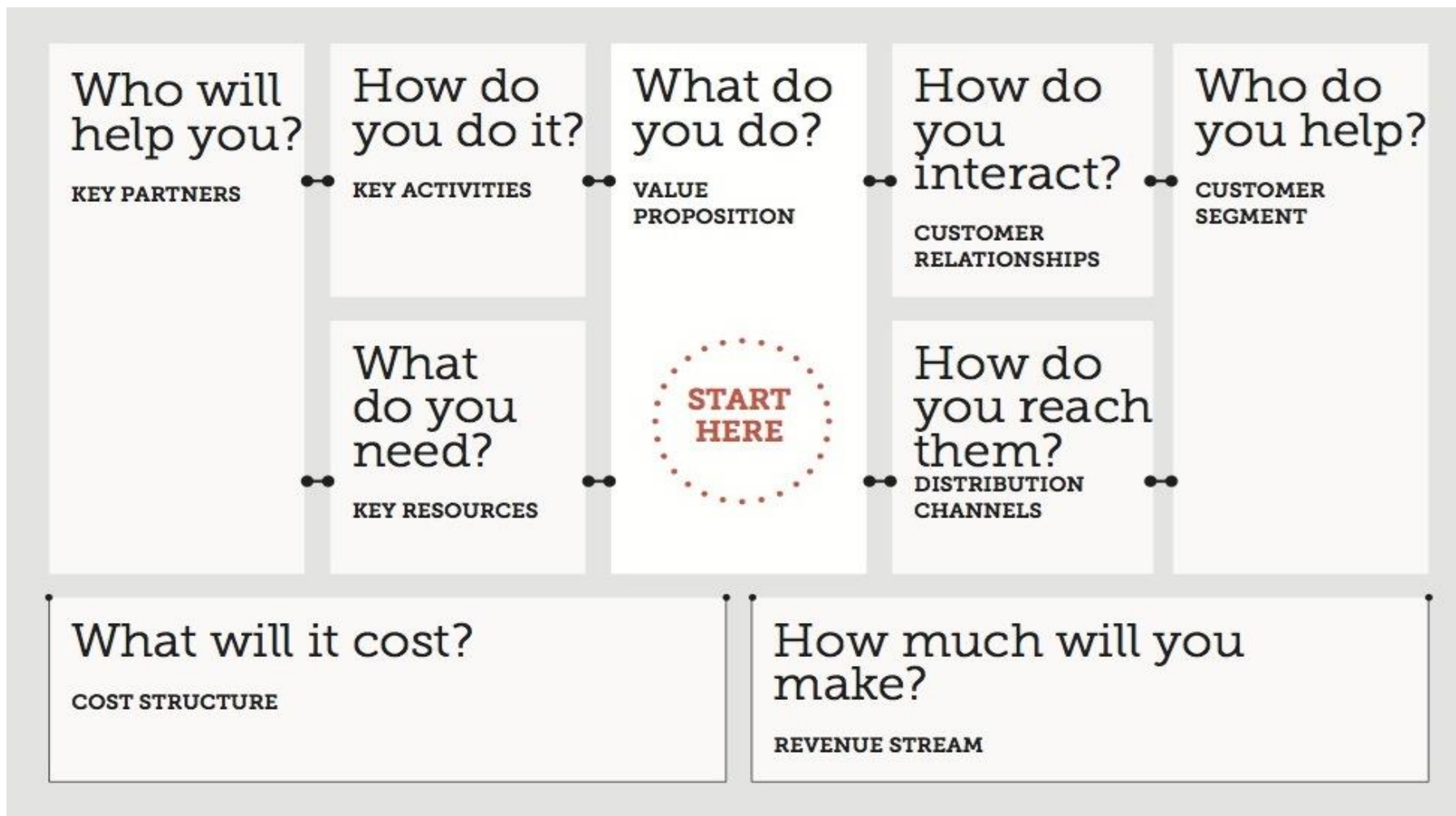
Concept of Business Model Canvas

The Business Model Canvas was proposed by Alexander Osterwalder and Yves Pigneur based on the book: „*Business Model Generation: A Handbook for Visionaries*” (2010).

Business Model Canvas:

- ✓ a strategic management and lean startup template for developing new or documenting existing business models.
- ✓ a visual chart with elements describing a firm's or product's value proposition, infrastructure, customers, and finances.

Key elements of the Business Model Canvas



Conclusion

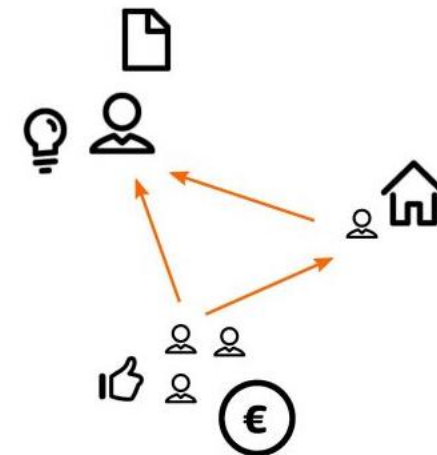
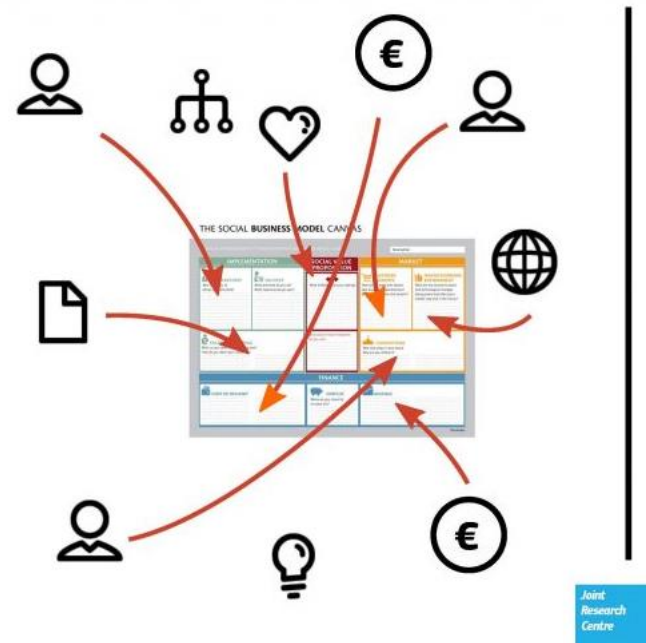
Business model canvas:

- helps to build businesses by visualization of the most important dimensions
- assists firms in improving their products and services

The structure of the business model canvas
can be used to develop any idea...

...even if you are not planning on turning your idea into a business.

Social Business Model Canvas



Social Business Model Canvas – Customer Perspective

Customer Segments	Macro-economic Environment	Value Proposition	Product / Service	Logistics / Getting to the Market
	Competitors			Marketing & Communication
Cost Structure			Revenue Streams	

Social Business Model Canvas – Beneficiary Perspective

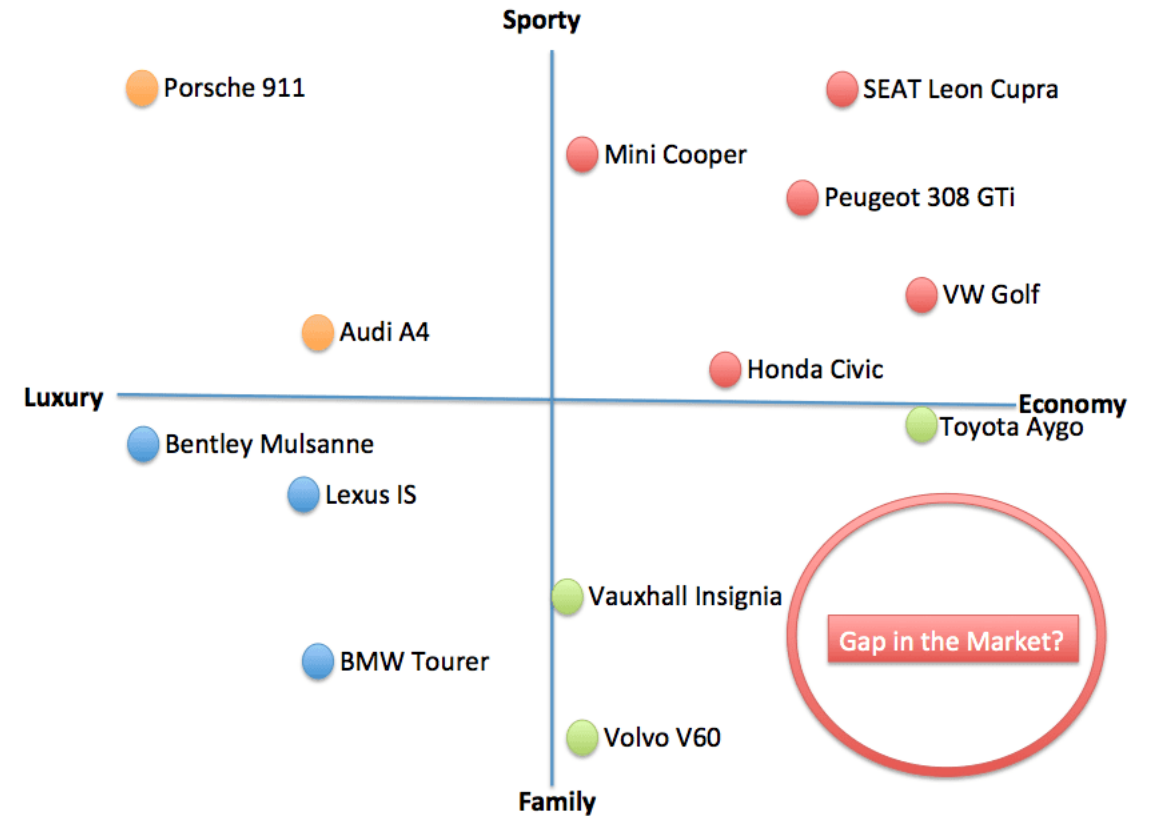
<i>Social Challenge</i>	<i>Beneficiaries</i>	<i>Resources</i>	<i>Partners</i>	<i>Social Challenge / Impact</i>
	<i>Involvement of Beneficiaries</i>			
<i>Desired Future State / Outputs</i>			<i>Core Activities</i>	

- Business Model Canvas (by Alex Osterwalder), <https://strategyzer.com/>
- The 20 Minute Business Plan: Business Model Canvas Made Easy, [https://www.alexandercowan.com/business-model-canvas-templates/#Step 7 of 10 Key Resources](https://www.alexandercowan.com/business-model-canvas-templates/#Step_7_of_10_Key_Resources)
- How to choose proper Business Model for Social Enterprise, <http://socialinnovation.lv/wp-content/uploads/2015/07/Business-model-webam-small.pdf>
- Social Business Model Canvas - The tool for social entrepreneurs, <http://www.socialbusinessmodelcanvas.com/>
- Social business models canvas,
- How to Master the Business Model Canvas for Social Entrepreneurs, <https://www.tbd.community/en/a/business-model-canvas-social-entrepreneurs>
- Understanding the Business Model of Social Enterprise. A Case Study of Indonesia Mengajar, <http://www.diva-portal.org/smash/get/diva2:782135/FULLTEXT01.pdf>
- Take Your Social Enterprise To The Peak of Success By Challenging The Business Model Canvas, <http://socialenablers.co/challenging-the-business-model-canvas/>

Identifying target beneficiaries



Identifying and mapping commercial customer segments



Sharing session



Wrap up session



A blue, bubbly 'Thank You' sign hanging from a string. The sign is made of a thick blue material with the words 'Thank You' in white, rounded, playful lettering. It is suspended by a thin brown string that loops through a small hole at the top. The background is a light beige color with a subtle, repeating pattern of small, stylized leaves or flowers.