



## STEPuP Case challenge Guidelines

Project Acronym:	STEPuP
Full Project Title	Strengthening innovative social entrepreneurship practices for disruptive business settings in Thailand and Myanmar
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Document	Guidelines case challenge
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## Case description/framework

- I. Paper section
- II. Social media video
- III. Pitch (oral) section

### Part I: case description on paper

#### Case Context

*This section is site specific and is to be used to introduce the context of your case study. Give the reader an idea of where this innovative social enterprise takes place. Readers from other parts of the world should have enough information to understand the unique context and background of the case. Please use the following questions to structure your case context.*

Topic	Questions	Proof/motivation
Introduction	Introduce your social enterprise (name, location, brief history)	
Mission, vision	What is the mission and vision of the social enterprise?	Please mention when the mission/vision is not explicitly stated.
Objective(s)	What is (are) the main objective(s) of the social enterprise?	Describe the objective(s)
Value Proposition	What is the value proposition?	Describe the value proposition. If relevant, distinguish between social value proposition and customer value proposition
Products/ services	What does your social enterprise do? What does the core business entail?	Briefly describe the products and/or services of the social enterprise.
Stakeholders	Who are the stakeholders involved in your case and what is their role?	Briefly describe the stakeholders involved and their role

Target groups	What are the target groups of your social enterprise?	Describe the beneficiary profile Describe the customer profile
Cost structure	How does the cost structure of your social enterprise look like? How is the social enterprise financed? How is the income used to generate impact?	Include the social business model canvas of your social enterprise. This includes some of the previous topics as well.
Other information	Any other relevant information that is necessary to share to understand the unique context and background of the case	

### The challenge

*In this section you will introduce the chosen challenge. In cocreation with your case company you determine the focus of your case study. This section explains how and why the challenge is chosen. Please make use of the following questions:*

<b>Topic</b>	<b>Describe/criteria</b>	<b>Proof/motivation</b>
Agreed challenge	Please explain the challenge the social enterprise is facing	Substantiate why you think it sets in motion future actions that increases the impact of the social enterprise
The type of your challenge	Describe the type of your challenge: e.g. strategic, tactical, operational	Support your answer
Field of operation	Describe the field of operation of your challenge. You can think of: marketing, business development, product development, market development, business modelling, organisational issues like HR, finances, leadership and so on.	Support your answer

### Analysis phase

*The objective of this phase is to analyse your chosen challenge in order to develop an approach/concrete idea how to tackle/solve the challenge.*

<b>Topic</b>	<b>Criteria</b>	<b>Motivation/proof</b>
Internal analysis	What are relevant strengths and weaknesses of your social enterprise in the light of your challenge	Motivate your answer
External analysis	<p>What are relevant meso and macro trends and developments that might influence your challenge?</p> <p>Are these trends and developments considered a threat or an opportunity for your social enterprise (assessed in the light of your challenge)?</p>	<p>Explain how the trends and developments might influence your challenge</p> <p>Explain why these trends and developments are considered a threat or an opportunity</p>
Best practices	<p>Are there best practices available?</p> <p>What can your case company learn from other companies that faced similar issues?</p>	Present/mention at least two strategies of other companies facing comparable challenges
Experts	Who are experts in the field of your challenge? What knowledge can they give you to tackle your challenge?	Interview at least 1 expert. This expert shall not be involved in/employed by your case company.
Stakeholders	<p>Which stakeholders are influencing your challenge and what is their role?</p> <p>Determine who you need to involve in order to tackle your challenge.</p>	Support your answer

## The idea

Topic	Criteria	Motivation/proof
Describe your potential solution of your challenge	Give the reader an idea of the solution. As specific as possible.	Support your answer
Deliverables	To which deliverable(s) will your idea lead to? E.g. depending on your field of operation this can be a (revised) marketing plan, (revised) business plan, new product development plan, or any other intervention or improvement trajectory that solves the challenge	Explain why you choose for this deliverable(s)

## Implementation strategy

Depending on the progress of your implementation, you can choose for:

1. *implementation in the near future, so you describe your implementation strategy (future tense)*
2. *you have already (partly) implemented improvements, then you describe what you have done (past tense)*

Topic	Criteria	Motivation/proof
Stakeholders	Describe who are or will be involved in the implementation. Both primary stakeholders, secondary stakeholders	Support your answer
Beneficiaries	Describe who are or will be the beneficiaries after the improvement/change.	Support your answer
Partners	You might have worked or will work with partners. Please describe with whom you are cooperating or will cooperate.	Support your answer
Finances	Please provide us with insights in the (possible) change in cost structure and/or turnover.	Support your answer

Human Resources	What extra or other human resources have you used, or will you need?	Support your answer
Marketing & communication activities	What communication channels have you or will you use to inform you target group/stakeholders about changes?	Support your answer

### The social impact

*In this section you describe the social impact your implementation has created or will create in near future. If relevant for your case, provide the reader with insight in the social impact for the various target groups (beneficiaries, social enterprise, customers, environment and the hub).*

Topic	Criteria	Motivation/proof
Impact for the beneficiaries	Give the reader an idea of the impact for the beneficiaries.	Support your answer
Impact for the social enterprise	Give the reader an idea of the impact for your case organisation. What has or will change for them?	Support your answer
Impact for the customers	Give the reader an idea of the impact for the customers (if relevant).	Support your answer
Impact for the environment	Give the reader an idea of the impact for the environment (if relevant).	Support your answer
Impact for the HUB	Give the reader an idea of the impact for the HUB. There might also be an impact for the university HUB. If so, please explain the (possible) impact	Support your answer
Reflections	Please provide the reader with an insight on what worked well and what could be improved in the process of implementation.	Support your reflection with a testimonial/some written feedback of the social enterprise you are working with and for.

## Part II: Social media video

*The social media video serves the purpose to increase awareness of the social enterprise. However, the content can take multiple forms: for instance, it can be a promotional video, it can be a call for action, it can be an informed discussion, or any other form that fits (the outcomes of) your challenge.*

Topic	Questions
Length	Length should be appropriate for the social media platform chosen
Language	Freedom of choice: when in Thai/Burmese, include English subtitles
Inspiration	The social media video needs to be inspirational for the chosen target group
Content	The central message of the social media video needs to be clear
Audience	The central message of the social media video needs to be targeted to the audience(s) selected

Questions to support you in setting up your social media video:

- What is the most important objective of your social media video?
- Which social media platform is most appropriate for the objective chosen?
- Who is the (ideal) target group of your social media video?
- What is the main message you want to bring across with your social media video?
- What is the storyline of your social media video?
- Which look and feel fits best with your message (fi pictures, locations, people, text, viewpoint camera, etc)?
  
- Tip: consider picking one aspect of the implementation of your challenge to show off

Once the student has decided which aspect of the Implementation to pick, it has to be approved by the respective supervisor.

### Part III: Pitch

*The pitch is the final presentation of this project.*

There are two ways of delivering the pitch:

- A. Directly on the spot in front of the jury (oral presentation)
- B. By means of a pre-recorded video in either Thai or Burmese with English subtitles.  
Please note that this video is not the same as the social media video of part 2.

Topic	Questions
Case description	Briefly introduce your case (social enterprise)
Challenge	What was the challenge of your social enterprise?
Analysis	How did you analyse your chosen challenge to develop a potential solution?
Idea	Which idea did you generate?
Implementation	How have you implemented (or are going to implement) your idea?
Social impact	What social impact did your implementation made (or will make)?
Reflection	What did you learn that you can use in future work for the social enterprise / HUB?
Length	Estimated length of the pitch is 5 to 7 minutes