



6 QUESTIONS TO ASK YOURSELF BEFORE EMBARKING ON SOCIAL ENTREPRENEURSHIP

1- AM I A SOCIAL ENTREPRENEUR?

What are your motivation?

What are your personality?

What are your skills?



2- HAVE I DEFINED THE PROBLEM CORRECTLY?

What are your social issues?

What are the negative impacts of this problem?

What are the different causes of this problem? Why does this problem exist today?

Who are the people affected this problem?



What is the scale if the problem?

What solutions already exist?



3- WHAT BUSINESS MODEL FOR MY SOCIAL ENTERPRISE?

A social enterprise, unlike an association, seeks to establish a sustainable economic model to ensure a strong social/environmental impact over the long term. The economic model is not always easy to achieve, especially when the company's beneficiaries do not have the means to pay for its products or services! So the dual objectives of a social enterprise (social impact and economic profitability) very often have an impact on its sources of income.

Ecosia, the search engine that plants trees

The problem: How to finance reforestation?

The solution: Raise funds through something people do every day: search on the Internet.

The business model: Advertising linked to searches generates revenue, which is invested in reforestation programmes.

Your turn!



4- WHAT DEVELOPMENT STRATEGIES HAVE I THOUGHT UP?

Having a clear direction is essential for effectively communicating your vision to both internal and external stakeholders, and ultimately aligning your team and partners with your goals. As your business gains momentum, it becomes challenging to resist tempting opportunities and avoid overextending yourself across various initiatives, which may lead to losing sight of your original mission. Entrepreneurs must consistently ask the pertinent questions to chart a course and remain focused on it.

Which activities should be retained, discontinued or developed?

What do I like to do? What can I do? What do I want to do? What maximises my impact? What generates income?

How can you remain consistent with your vision?

Will this decision improve my impact? How can I further improve my impact?

How can I grow my business?

How can I adapt my social enterprise to a new territory? What new product can I develop? What new target will I reach?



What can I develop beyond my core business?

What impact do I have within my company? What is my impact beyond my organisation?



5- HOW CAN I FINANCE MY BUSINESS?

There are different ways of financing your business (social or otherwise), each meeting different needs, and each with its own advantages and constraints. So it's important to clearly assess what you have and what you need before you start fundraising.

INCOME

Money from payments made by the business's customers.

DEBT

Borrowed money that has to be paid back, often with interest

DONATION

money donated by people close to the entrepreneur, as well as subsidies from partners.

CAPITAL

money injected into the company's capital by an investor who buys one or more shares in the company.



6- HOW DO I SURROUND MYSELF?

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YOUR TEAM

Finding trusted collaborators is one way of bringing in skills and support

YOUR PARTNERS

Social, financial, political, media - social entrepreneurs need to be able to surround themselves with a strong network to maximise their impact and overcome obstacles.

SUPPORT ORGANISATION

Depending on the maturity and needs of their project, social entrepreneurs can find technical support from programmes or incubators.



This project is supported by the Agence Française de Développement, the European Union, Regional Youth Cooperation Office and the Franco-German Youth Office. This document is supported by Agence Française de Développement and the European Union. The ideas and opinions expressed herein are those of the authors alone and do not necessarily reflect the views of Agence Française de Développement and the European Union. Neither the European Union nor the granting authority nor the AFD can be held responsible for them.