

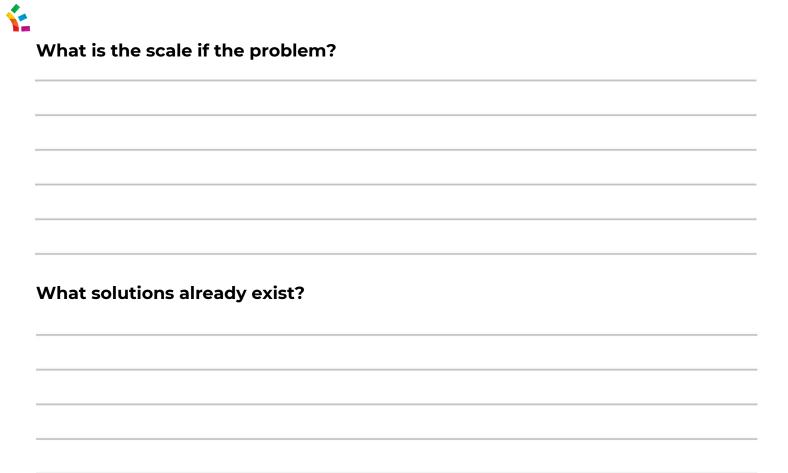
6 QUESTIONS TO ASK YOURSELF BEFORE EMBARKING ON SOCIAL ENTREPRENEURSHIP

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 y	What are your social issues?			
What are t	he negative impacts of this problem?			
What are the today?	he different causes of this problem? Why does this problem exist			
Who are th	ne people affected this problem?			





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	Your turn!
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.	



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.

	nould be retained, discontinued or developed?
what ao i like to ao impact? What gene	? What can I do? What do I want to do? What maximises my erates income?
How can you rema	in consistent with your vision?
Will this decision im	nprove my impact? How can I further improve my impact?
How can I grow my	v business?
How can I adapt m	y social enterprise to a new territory? What new product can
develop? What nev	v target will I reach?



What can I develop beyond my core business?

What impact a organisation?	'o I have within m	ny company? \	What is my impact	beyond my



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?

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.

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.





















