

Social Impact Pitch

What if just by being you, you make the world a better place?

This social entrepreneurship learning journey invites students to discover their purpose, passion, and possibilities through the process of building a social impact venture.

The purpose of this project is to exercise the passion, business acumen, personal fortitude, and interpersonal collaboration skills required to bring into existence a social impact venture.

In this project, you will learn the essential elements of an entrepreneurial venture; more importantly, you will begin to apply them. You will move through this project both individually and coallaboratively.

Challenge for the inspired and motivated social entrepreneur:

If you really want this course to seed your future, go beyond the required pitch, and prepare a business plan.

If you would like to pursue a deeper dive, please consider the following readings, videos, and resources:

Useful Resources

- [E-myth](#); by Michael E. Gerber (prerequisite)
- [Good to Great](#); by Jim Collins (excerpts)
- [The Tipping Point](#); by Malcolm Gladwell (excerpts)
- [The Brand Gap](#); by Marty Neumeier (excerpts)
- [Up the Organization](#); by Robert Townsend (excerpts)
- [Ten9Eight: Shoot for the Moon](#)^ (watch)
- [The End of Fundraising: Raise More Money by Selling Your Impact](#)
- [The Four Agreements, A Guide to Personal Freedom](#); by Don Miquel Ruiz
- [Man's Search for Meaning](#); by Victor Frankel
- [Start with Why](#), by Simon Sinek

Social Impact Pitch is structured with three core components:

Internal Investigation

Learning Hard Skills
and Foundations

You will learn the key vocabulary, concepts, and principles endemic to social entrepreneurship.

External Investigation

Exploring World Context
and Testing Credibility

You will explore how these concepts work in the real world.

Interactive exercises are woven throughout the course, so be prepared to *experience* subject matter in personal and real ways.

Action Project

Demonstrating Mastery
of Concepts and Skills

You will apply everything you learn through the creation of an Action Project: you will formulate and pitch your social impact venture.

The Entrepreneur

Lesson 1: Ground



1

Guiding Question:

How do you know if you're a social entrepreneur?

Prev

Next

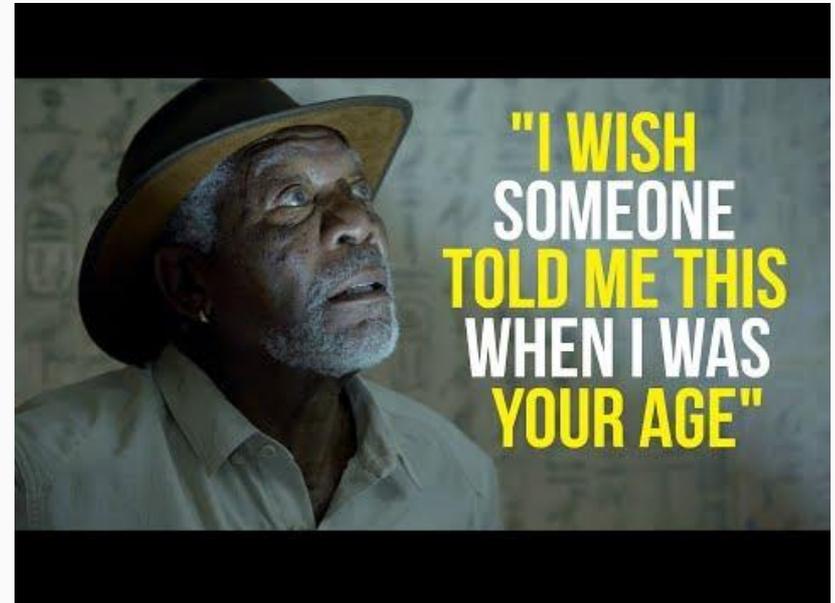
What does it mean to start something? Why do people do it?

Have you ever started something new, or helped someone else start something -- a band, a team, a club, a campaign, a project, a company, a movement?

Ask yourself:

- Why do you join a movement?
- Which have you felt compelled to join? Why?

If you want an inspirational jolt, watch this video or read the [transcript](#).



Think about your favorite band, team, or company. Who started it? Why? Do you have anything in common with this person? What skills does this person have that you might share, or would like to develop?

Write or discuss your thoughts and noticings.

What is a social entrepreneurship?

What's unique about social entrepreneurs?



Write your initial definition of “social entrepreneurship.”

Then, watch the "What is Social Entrepreneurship" video and reflect on the following prompt:

- Would you rather create or work in a social entrepreneurship venture, or a more traditional organizational setting? Explain your reasoning.

How do you know if you have the “stuff” it takes to become a social entrepreneur?

Who are a few famous entrepreneurs that you know of?

What's unique about these people?



Identify two entrepreneurs, at least one of whom launched a social impact venture. Draw a Venn diagram or write a few sentences explaining the patterns that they share.

Which industry resources, news outlets, and media sites will you use to learn from and be inspired by entrepreneurs and activists?



THE WALL STREET JOURNAL.

Harvard
Business
Review



nfte!



Do some preliminary research and keep track of your findings (what you find and how you found it). Which three sources seem most compelling, promising, and informational? Which search terms do you use to find them? How might you use these and other resources to enhance your industry awareness and pick up great ideas to put into practice?

If you need a place to start, try [Crain's](#).

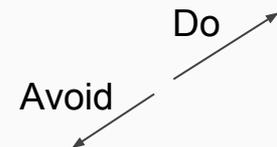
Write a one or two sentence reflection on each of your selected resources and their value.



You are starting to build your personal understanding of the entrepreneurial landscape. Hopefully you realize how much work goes into building an entrepreneurial venture. Based on your preliminary research, please respond to the following questions (it helps if you have specific examples of success or failure in mind).



Imagine you are a social entrepreneur launching a new venture. What are three things you know you must do in order to succeed? What are three things you must avoid like the plague?



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Guiding Question:

What is the difference between a mission and vision statement? Why are both uniquely critical?

Lesson 2: Visualize

Watch the video "Apple - Perspective" and then respond to the prompt.



How do you feel when you watch this video? What do you want to *do*?

Write a paragraph or discuss.

Mission and *vision* commonly get mixed up. What is a mission statement? What is a vision statement? Why are both critical to the success of your impact venture?



Watch this video and take notes; then clarify your understanding of these concepts by defining both in your own words.

- What is a mission statement?
- What is a vision statement?

Read the news; expand or deepen your research in industries that interest you. Look for articles and videos to find one illustrative example of a company's mission and vision. Be sure to find both; they can be from the same company or different.



MARKETING | 10 MIN READ

12 Truly Inspiring Company Vision and Mission Statement Examples

[Click Here to Read Article](#)



Research mission and vision statements.

- Find a few examples that stand out to you.
- Cite your sources.
- Explain the examples you selected for mission and vision. Why are you drawn to them, and why do their missions and visions speak to you?



Make it real! Ask a business professional about the company's mission and vision. Ask an entrepreneur.

Walk into any business. Speak respectfully with employees and ask about the mission and vision. Do they know it? Is it tangible in the product or service?

Remember: you can politely ask to speak with the owner or manager!



Go now!

Then write a one or two paragraph reflection about the experience and what you learned. How did businesses respond to you and your questions? What insights did you glean?

3

Lesson 3: Focus

Guiding Question:

How do you offer a product or service that is wanted, needed, and of value?

The process of creating a business plan begins long before you put pen to paper or fingers to keypad. The process begins with a moment of inspiration, extreme frustration, or recognition that things could be different or better -- *dramatically* different or better.

Recall and describe a moment of inspiration by responding to the following prompts.

What if...?



- Try to recall a moment when you had an impulse or insight to improve something. Were you experiencing an inconvenience or a fundamental challenge to your sense of access or justice? Did you see the world through someone else's eyes, or did you have an a-ha moment?
- Describe or illustrate your moment.

Watch Jim Collins talk about the Hedgehog Concept. Then respond to the prompts below to ensure that you understand it.



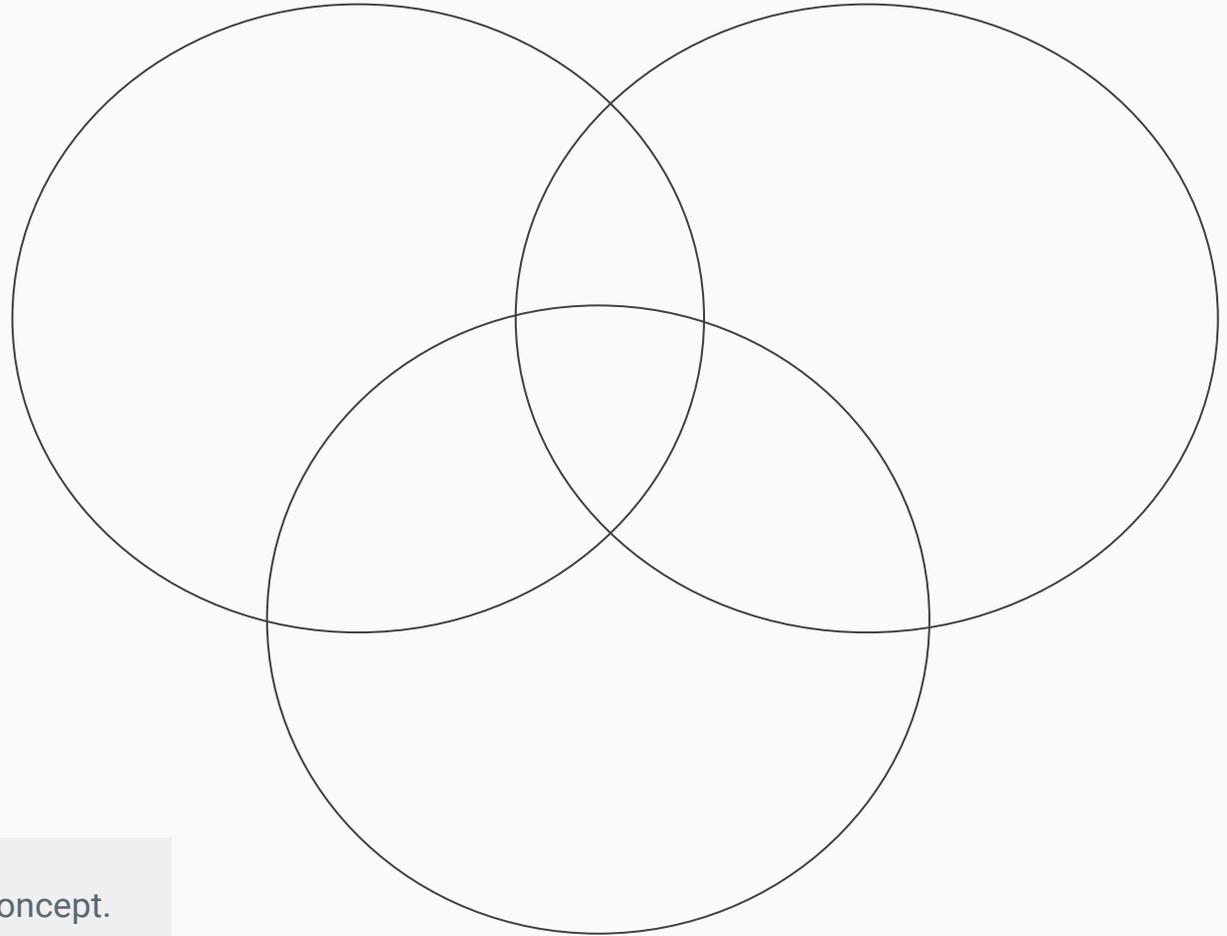
Draw a Hedgehog Concept diagram.

Explore these [Latin American Social Entrepreneurs from 2014](#). You may read the article and watch the video. Your goal, beyond being inspired by these life-changing social impact entrepreneurs, is to identify their hedgehog concepts.



Select one of the companies that you are most intrigued by. Start by drawing three intersecting circles on a blank piece of paper (Venn diagram style). In one circle, list the things that the business is most passionate about. In the second circle, moving clockwise, note the things that they are best at in the world (or aim to be best at). In the remaining third circle, jot down what you think drives the company's economic engine (generates revenue).

What does YOUR Hedgehog concept look like?

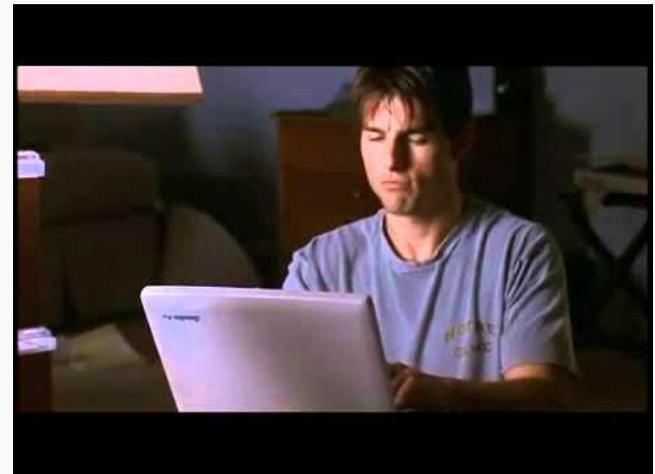


Draw YOUR Hedgehog concept.

To conclude this lesson, reframe your hedgehog trifecta into mission and vision statements. You have not yet explicitly named your business, nor even your industry, and that's ok. This is your first chance to try to put these ideas into words...

If you need some inspiration...

My mission is...
My vision is...



Write your mission and vision statements.

If you start getting lost trying to find the perfect words, remember two things:

1. Keep it simple silly (k.i.s.s.)
2. You'll be revising this for weeks, months, maybe even years!

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The Business Case

Lesson 4: Project

	Projected 2014	Projected 2015
Office & Campus Expenses		
Office Supplies		11,400
Postage		2,750
Marketing		0
Advertising		97,917
Event Expenses		4,250
Meals & Entertainment		3,150
Printed Materials		12,700
Web Related (server & fees)		8,176
D&O Insurance		4,050
Dues & Subscriptions		1,800
Training		0

Guiding Question:

How much money will you make, and how much will it cost to make it?

You've drafted a mission and vision statement. You've triangulated your hedgehog concept.

Now, it's time to name the specific services and/or products you will bring to market and determine pricing.

Massage Therapy

Swedish, Deep Tissue, Sports, Pre-Natal, Thai, Shiatsu, Reflexology, TMJ Relief, Oncology, Bamboo Fusion, Reiki:

- 30 minutes \$70
- 60 minutes \$110
- 90 minutes \$160

Contact Us

- Hot Stone massage (70 min/90min)
- Ashiatsu Therapy (60 min/90min)

\$130|\$175
\$120|\$170

[Urban Oasis Massage Price List](#)



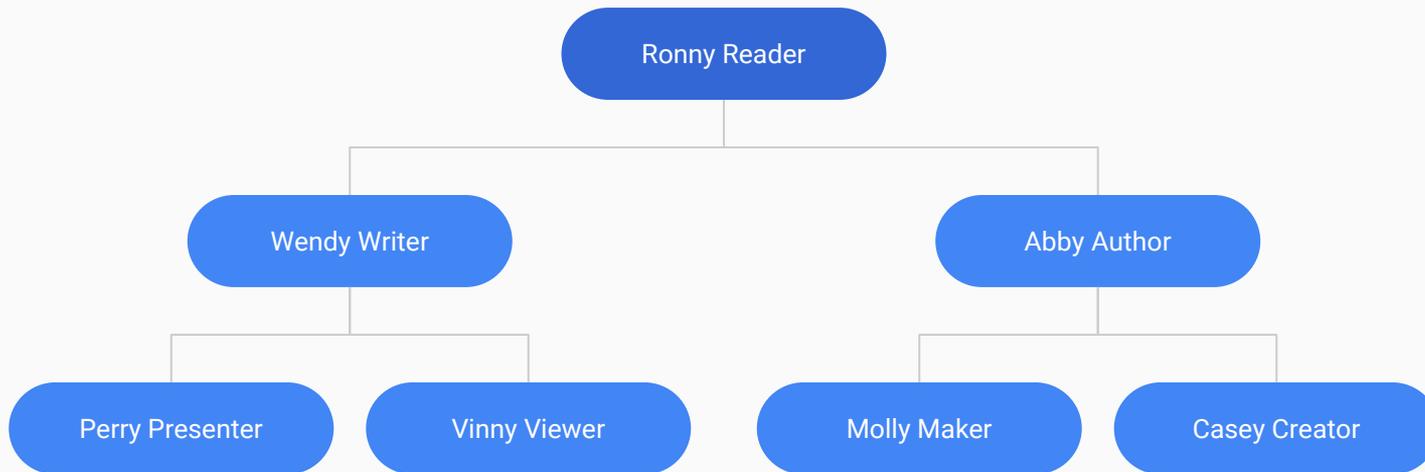
What is your core product or service, and how much will you charge for it? Write down your core product(s) and/or service(s). Explain your rationale and key price setting assumptions.

Benchmark: Who else sells this and how will your prices compare? Create a list of competitors and note their prices for similar services. Are you trying to undercut them or charge more and enter the market as "best in class"?

Your revenues reflect how many units (one product or service) you will sell and at what price. In order to run a sustainable business, you must also consider the cost of doing business.

Start with the most basic cost: people.

Who will you need to help you? How much will they cost?



Create a list of employees or contractors. You will expand upon this list later.

Next to each role, project how much you think they will cost.



As you narrow down the details of your business, you'll learn about the many expenses required in order to generate revenue.

How much will it cost you to do business? What are all of the things that you'll have to pay for? Think of producing your product or service, rent, and other operating costs.

You already started with personnel, but now expand your list.



The purpose of this step is to create an initial list of the items and costs that will influence your ability to create, sell, and deliver the products and/or services that generate your revenue.

Draft an initial projected budget including potential revenues (income) and expenses (costs of doing business).

ABC Squared Curriculum Company	
	2017 Total
Income	
4200 ABC Squared Revenues	
4210 Educational Design Services	\$431,000
4220 Professional Development	\$190,200
4230 On-Site Visits	\$20,000
4250 Course License Fees	\$104,000
4255 Other Services - Facility Rentals	\$0
Total 4200 ABC Squared Revenues	\$745,200
Expenses	
Total 5000 ABC Squared Payroll	\$280,992
Total 5500 Staff Benefits	\$22,800
Total 5600 Taxes	\$25,261
Total Staff Expenses	\$329,053
Total 7100 Office Expenses	\$22,980
Total 7200 Marketing Expenses	\$46,609
Total 7300 Professional Fees	\$14,200
Total 7400 Insurance & Fees	\$16,960
Total 7500 Finance Fees	\$1,509
Total 7600 Facility Expenses	\$36,000
Total 7700 Internal Staff Expenses	\$3,000
Total Expenses	\$470,311
Net Operating Income	\$274,889
Other Expenses	
Total Other Expenses	\$124,643
Net Other Income	-\$124,643
Net Income	\$150,246

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Lesson 5: Market

Guiding Question:

How will you market your venture?

What is involved in a marketing plan? Can you just climb atop the tallest building in the city and yell? This may be a fantastic marketing ploy, but it might not help YOUR specific business. Being arrested or getting written up in the news for bad judgment may not help your cause even if it brings you notoriety.

Click the link for full size images from [Creative Guerilla Marketing](#).



Look at the images of guerilla marketing campaigns. What do they do well? Why?

What is the purpose of marketing? Discuss or write a paragraph in response.

Who markets their company the best?
Watch this video from [febelfin](#) as a warmup.



Look for an example of a company's marketing efforts; the more unique the better. Cite the example and state your key takeaway in two to three sentences -- specifically, how does this unique marketing strategy change the public perception and/or experience of the business? How (if at all) will it lead to more sales?

What are the 4 Ps of marketing?



[Purely Branded](#)



Read the article and/or watch the video by [Purely Branded](#).

Write a short reflection on what you've learned about marketing and communicate at least one example of how you intend to market your product(s) and/or service(s).



What do you want to know about how marketing works or which campaigns are most successful? What spectacular marketing campaigns or failures do real business owners put into practice? Deepen your field testing about marketing by exploring several businesses. Visit a range of industries and business types to vary your experience, and talk to them about marketing strategies.

Sample Interview Questions

1. What percent of your company's budget is spent on marketing?
2. How do you balance your marketing budget between online and in person activities?
3. How do you evaluate the success of a marketing campaign?
4. ...

Industry	Employee Type	Location	Notes on Experience
Clothing Retail	Salesperson	Mall	...
Automotive	Commission Sales	Tesla	...
Personal Tech	Best Buy Sales Rep	Chicago	...
Supermarket	Whole Foods Manager	Chicago	...



Create a list of questions you'd like to ask professionals about their marketing efforts. Use a table to better track the range of experiences and feedback you hope to capture.

Go explore and then reflect on your experience. Based on your in-person investigation, what are your most valuable insights and experiences that you want to channel into your role as a social entrepreneur?

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Lesson 6: Discern

Guiding Question:

To what extent do you know who your client is?

What do you really know about your clients?

Do you know where they live, what they eat, what clothes they wear, how they choose their friends, what items they spend their money on, and most importantly, *why* they will want to buy what you are selling?



[SEOPressor](#)



Begin this lesson by writing a description of your ideal client. Include as many details as possible, but no less than 20, yes 20. Ask a friend to do the same thing after you explain your product or service. Then compare your ideas about who you think the client is. Your goal is to concretely identify your niche market.

Market research is critically important in order to focus on your client niche. Tony Marino's video on market research is pretty dry, but it's also loaded with key points.



Market Research
+ **Primary**
+ **Secondary**

1. The amount of time available to conduct the research.
2. The amount of money allocated for this purpose.



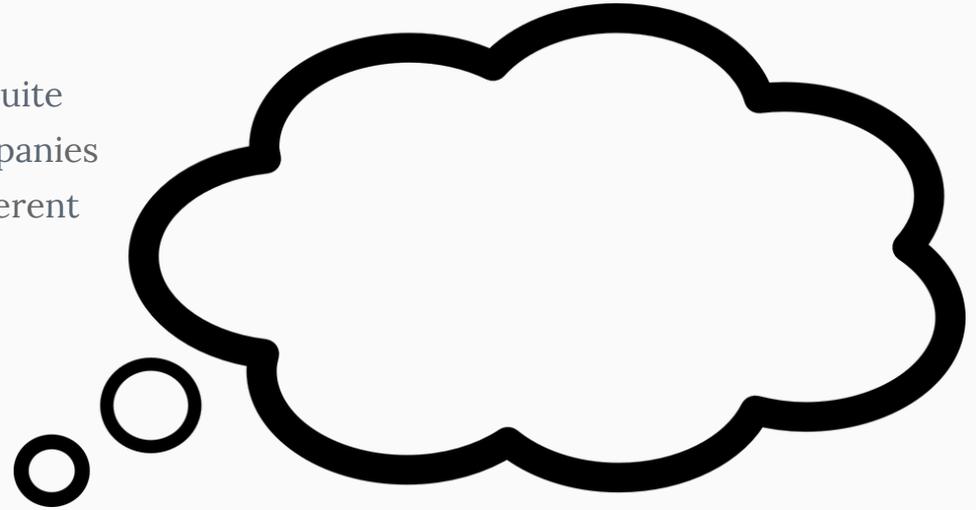
Watch Tony Marino's video and take notes.

In your own words, what is market research? Why does it matter? What are the most important considerations to know and do in order to successfully identify, learn about, and ultimately, sell to your ideal client?

Who and Why?

Segmenting the universe of potential clients is quite challenging. If you want to learn how some companies do it, check out these five, each which has a different market research niche.

- [Focus Pointe Global](#)
- [Insights in Marketing](#)
- [Adler Weiner Research](#)
- [Rabin Research Company](#)
- [Focusscope, inc.](#)



Define both your customer's demographic details. This is the gritty work of doing market research and the foundation of your marketing plan.

How will you define your market and narrow it down into smaller segments? Where will you look for reliable information?

Be as detailed as possible and:

- Create a demographic model of your client group.
- Create a psychographic model of your client group.

For an *optional* extreme challenge, research and detail your customer's psychographic details as well.

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Lesson 7: Incentivize

Guiding Question:

How do incentives influence decision-making?

Watch the Dollar Shave Club commercial and consider the following questions:

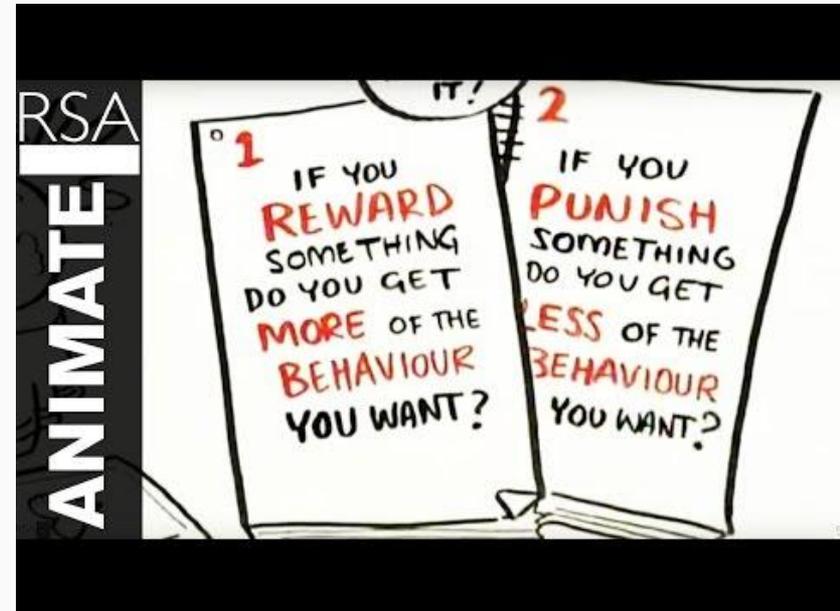
1. What is the problem presented?
2. From a buyer's perspective, why was the client more interested when he found out about the gift?
3. What happens to the effectiveness of this promotion if all sellers of razors offered free gifts (assume that most free gifts are supposed to feel good)?



Reflect. What'd you think of the Dollar Shave Club video? More importantly, what did you learn about incentives?

As a consumer, which incentives do you most typically go for?

Watch this video on how motivation is driven by purpose, and not monetary incentives. As you watch, take notes; there are several compelling ideas in the video.



Reflect after watching this video:

- What vocabulary is new for you?
- What two to three questions are you most interested in learning more about?
- What most excited, concerned, or surprised you?
- How does this video influence your own career interests?

Go out into the world and sample a range of incentives. Spoil yourself!

But first, establish a clearer sense of the types of incentives that influence customers.

MacKenzie Corporation describes [11 popular incentives](#).



Home Our Approach Services About Us Blog Events FAQs

What are some of the most popular types of incentives?

The sky's the limit when it comes to incentives! Most incentives fall into one of the following categories:

- Price reduction – rebates, coupons for dollars or percentage off, and “buy one get one”-type offers
- Loyalty programs – punch cards and points systems such as buy 10 coffees and get the 11th free, frequent flier miles, and insurance discounts given based on the consecutive number of years insured with that company
- Free samples – the sample itself (such as diapers and baby formula mailed to expectant mothers) is the incentive



Reflect: Which incentives did you test? Which seemed like genuine offers, and which were trying to distract you from a mediocre product? Which helped you understand company culture, and which felt they could have been from any company?



Lesson 8: Sell

Guiding Question:

How will you sell your product or service?

Why is sales hard for so many people?

Why, if you have a good idea and product or service, don't people just line up to buy? What is involved in a sales plan? What is at the heart of being a great salesperson?

No, we don't suggest being mercenary like Alec Baldwin's character in *Glengarry Glen Ross*; but he certainly drives home one point of view about sales.

Watch this cringe-worthy, yet epic scene and then respond to the prompts below.



Contemplate, in writing or discussion:

- What does sales, or being a salesperson, require?
- Why do you think sales is hard for many people and businesses?
- What do you think a "sales plan" is?

Read [this article in Entrepreneur online](#), written by Tony Parinello. It is a great introduction to the concept and elements of a sales plan. As you read, make notes on new vocabulary and approaches.

The Elements of a Successful Sales Business Plan

Want your sales to skyrocket? Then build a strategic and tactical sales plan that will launch you far past your sales expectations.



- Build your vocabulary starting with these words: quota, territory, strategies, tactics, new business, existing business.
- In two to three sentences, state your key takeaway from this article. What did you learn about sales strategy or habits that are different from what you previously thought?



Ask a business professional about sales.
How have they refined their sales plan
over time? Why?



As you've done in previous lessons, craft a set of interview questions and then go talk to professionals. What do you want to know about the mistakes people made? What "secrets of success" are you hoping to discover? What traits or skills do you feel insecure about, which you can learn to better develop by speaking with an expert?

9

Lesson 9: Manage

Guiding Question:

How will you manage your business?

Why was King Arthur's table round? Why wasn't it a rectangle or square?

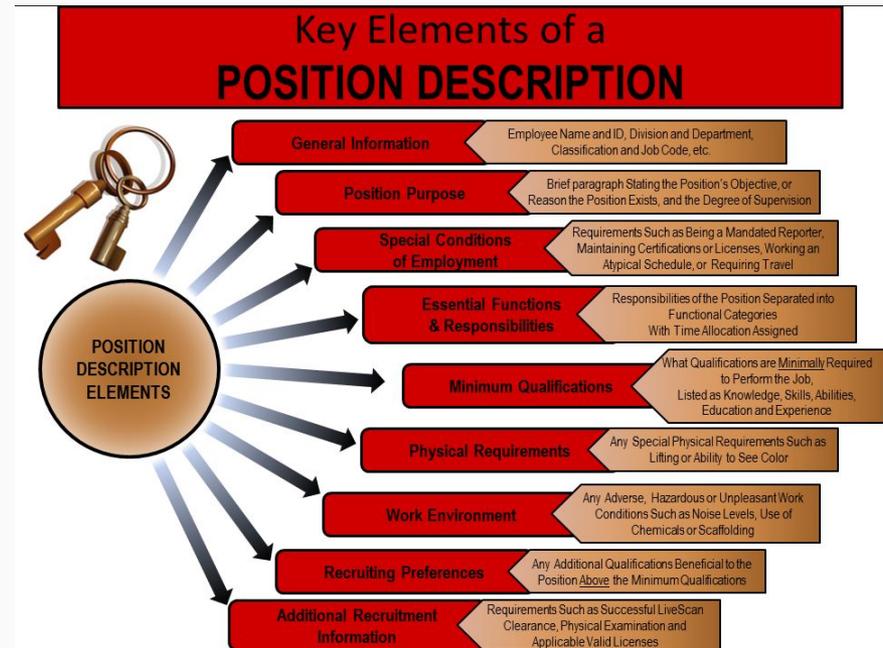
Organization charts are useful ways to visualize the flow of work, communication, and decision making within your organization. They include ALL personnel. There are many different ways to visualize the relationships within your organization, but suffice it to say, the diagram matters to your organization, as it did to King Arthur and the Realm of Logres.

If you'd like to view a few samples, you may [look here](#) or do a web search.



Create your Org Chart, drawing by hand or using a digital tool.

How do you entice people to work for you? How do you honestly and transparently communicate your expectations about their role and the indicators which you'll use to evaluate their performance?



Write a position description, using both your imagination and experience. If you prefer, create a video or animated drawing.

Imagine doing the work of your position within your organization. Describe the context (e.g. cleaning a room, cooking a meal, selling a widget, writing a revised policy). What is the purpose of the role? How will you know if you or someone else is fulfilling that purpose? How will performance be evaluated objectively?

10

SHARK TANK



Lesson 10: Craft

Guiding Question:

How do you pitch your impact?



You have reached the final stage of your project and it is time for you to take action. The purpose of your Action Project is to pitch your social impact venture. Your scenario is as real as you are willing to make it.

You are a social entrepreneur. You are pitching your business to an audience composed of four groups, each with the potential to dramatically influence your ability to bring your product/service to market and build sustainable organizations. The audience includes:

1. *Investors/Funders. These people can provide the micro-loans you need to kick-start your social impact venture.*
2. *Partners. These organizations are looking to implement your product or service and to support your ability to do so directly.*
3. *Amplifiers. These people spread the word about you and your organization.*
4. *Family and Friends. These people sustain you on your mission day in and day out.*

You must produce a video pitch. Your audience is global. They will be viewing pitches online, when it is convenient for each of them. Thus, you have the opportunity to perfect your pitch, to be as creative as you wish, and to be your best without worrying about something going terribly wrong in the moment.



Use the following rubric to prepare your pitch.

Content (72%)

- Did you include your company name?
- Did you state your mission?
- Did you share your vision?
- Did you define the market context?
- Did you identify your market niche?
- Did you clarify your competition and the barriers to entry?
- Did you indicate your marketing plan?
- Did you overview your sales plan?
- Did you illustrate your financial projections?

Video (28%)

- Does your video have a pitch, storyline, and purpose?
- Does your video have an opening, closing, and transitions?
- Are all images visible and audio original or Creative Commons as well as audible and consistent?
- Is the video between 90-120 seconds?

Businesses have been gifted opportunity and had the ground pulled from underneath them based on a single pitch. The purpose of this lesson is to research and employ the essential elements of a pitch. Your process includes watching several videos of pitches; reading information about how best to pitch; identifying the core tenets of a successful pitch; creating a "message map;" and preparing and delivering your pitch.



Please warm up with this brief, humorous video from Rice University. What do you learn from this video about how to make a great pitch?

[David Rose's talk](#) is not the most charismatic, but it is informative. You may also review the [transcript](#) in order to confirm and highlight his key points.



Watch Rose's talk and annotate as you listen.

- Identify the elements that David Rose implores you to include in your pitch (minimum 5).
- Share at least five "Do's" about how to present yourself when making your pitch.
- Share at least three "Don'ts" about how to present yourself when making your pitch.
- Which video did you find more valuable, the Rice University video or David Rose's video? Why?

Carmine Gallo gives a great, simple tutorial on how to create a message map. This process will help you focus on the essence of your pitch.



Watch the video and take notes.

- Draw your message map. Start with the 15-second version and practice it several times. *Were you able to pitch in 15 seconds or less?*
- Add the next level of detail to your map and expand from a 15-second to 30-second message map. Practice it. *Did you pitch in 30 seconds or less?*

The time has come to create your pitch. Before presenting your final pitch, you should aim to solicit as much critical feedback as possible. Go through multiple cycles of pitch crafting, feedback, and revisions. Share your pitch with a few people who you think will be *most* critical. Also share the rubric. Ask them to watch your pitch and "tear it apart."

Then, when you've exhausted the revision process, share your competition-ready, *final* pitch.



Follow the steps outlined below. Be bold. Good luck!

- Create a video of yourself delivering your pitch.
- Supplement your video with visual aids that tell your story.
- Ask for feedback. Don't defend yourself. Just listen and take notes.
- Revise. Add resources as needed. Produce the video again.
- Create a new video of your 90-120 second pitch.
- Share your final pitch with at least three people.
- Revise your pitch according to the rubric one more time.
- Present your final pitch.



