

SMALL, MEDIUM AND SOCIAL BUSINESS STEP-BY-STEP WIZARD-BASED
DEVELOPMENT, MENTORHIP AND FINANCING INTERACTIVE ONLINE WEB PLATFORM

ENTREPRENEURSHIP LABORATORY

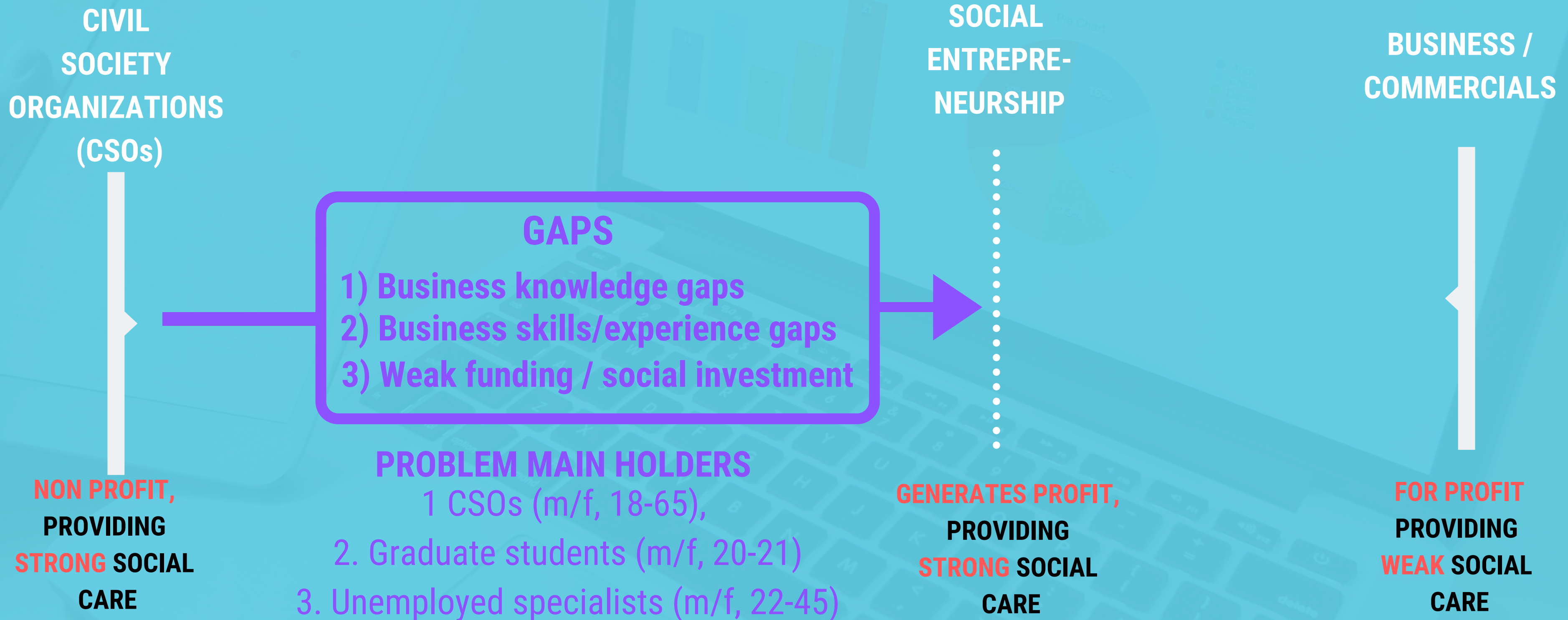
Presented by **Sergey Melik-Yolchyan (Armenia)**

E-mail: smelikyolchyan@gmail.com

M. +374 91 219778

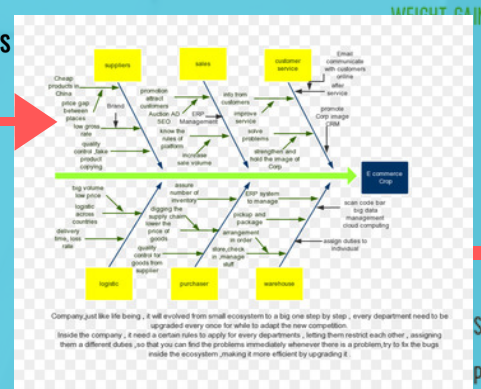
THE PROBLEM

Social entrepreneurship is developing slow due to main gaps, identified through in person contacts with CSOs during 2-year (2017-2018) daily supervision of 17 projects in consortiums (46 org.) and further desk review.

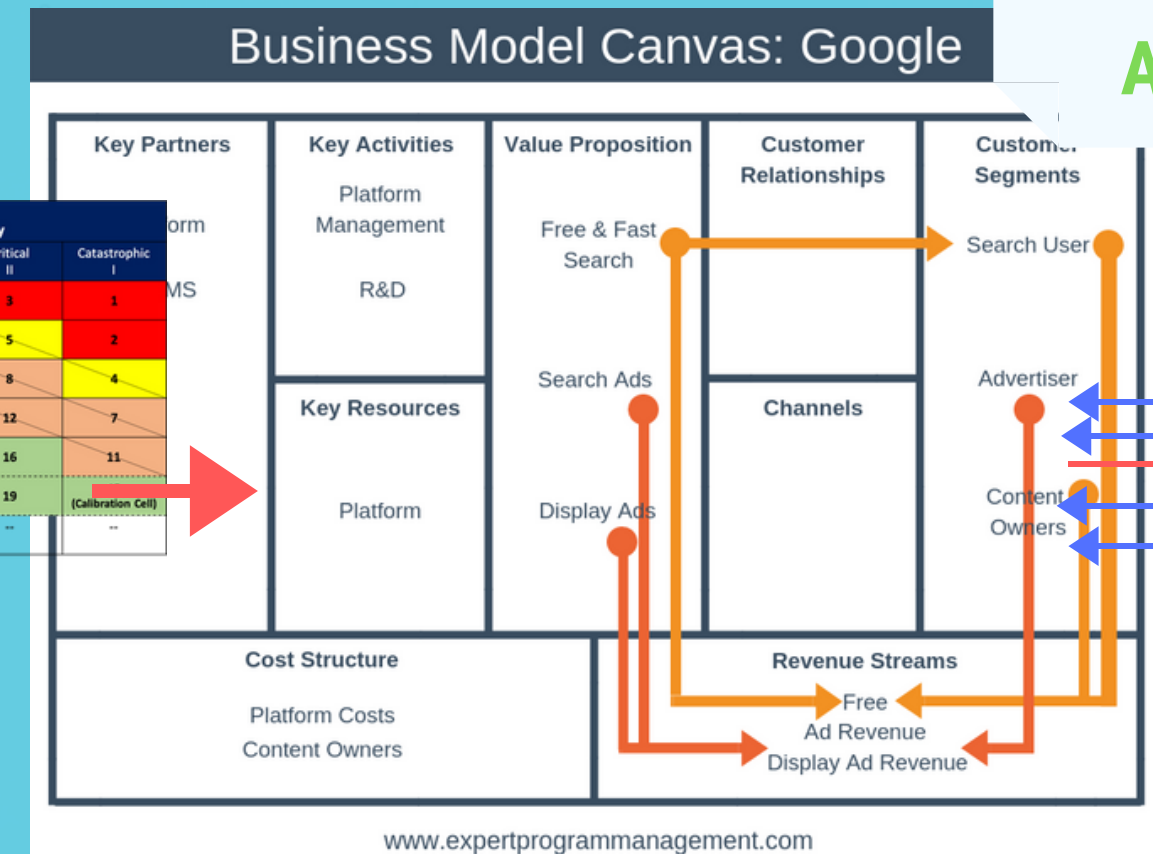


THE SOLUTION

-----BUSINESS ANALYTICAL & MANAGERIAL MODELS GENERALLY USED-----



GUT ISSUES Severity	Probability			
	Negligible IV	Marginal III	Critical II	Catastrophic I
Frequent A	10	6	3	1
Probable B	14	9	5	2
Occasional C	18	13	8	4
Remote D	21	17	12	7
Very Probable E	23	20	16	11
Very Occasional F	24	22	19	11
Very High G	24	22	19	(Calibration Cell)
HORMONE IMBALANCES



MENTOR'S ADVICE

SOCIAL VOTING

STEP 1. INTERACTIVE STEP-BY-STEP CANVAS BASED ENTREPRENEURSHIP PROJECT DEVELOPMENT

BRAINSTORMING (team or wider)

STEP 5. CONTINUOUS GROWTH / DEVELOPMENT

STEP 4. SOCIAL IMPACT: REDISTRIBUTION OF PROFIT TO SOCIAL ISSUES

STEP 3. GO-TO-MARKET: SUSTAINABLE DEVELOPMENT, ONLINE SALES

STEP 2. FINANCING THE DEVELOPED PROJECT: DONATIONS & SOCIAL ANGEL'S/INVESTOR'S NETWORK

!!! EDUCATION INCREASING COMPETENCES: SELF-EDUCATION + VIDEO + KNOWLEDGE CHECK + OFFLINE TRAINING + PERSONAL ADVICE, WEBINAR



THE AUDIENCE & IMPACT (annual)

Indicator		ACTION using web app.	ARMENIA	GEORGIA	TOTAL
Main TG	Active Civil Society Actors (CSOs)	Social Entrepreneurship Project Development, Funding, SalesBoost	450	800	1250
	Startup, Private Entrepreneurs	Entrepreneurship Project Development, Personal Advice, SalesBoost, SMM	50	100	150
	Students, professionals, others (offline & online training), annual	Increase of competences	3200	9200	12400

Indicator		ACTION using web app.	ARMENIA	GEORGIA	TOTAL	Notes
Result	Social Businesses financed & created	SEs created	10	10	20	
	Students, professionals, others (offline training) trained, annual	Increase of competences	360	540	900	only 11.25% of the TG: 3200 pers./annual
	Students, professionals, others (online training) trained, annual	Increase of competences	90	180	270	less than 3% of TG, annual
	SalesBoost	Sales funnel launched	14	17	31	Annual int. norm: 24 campaigns
	SMM services	SM campaign, unit/month	98	118	216	

THE AUDIENCE & IMPACT

Indicator		ACTION using web app.	ARMENIA	GEORGIA	TOTAL	Notes
Job	Job places created by Platform	New jobs created	7	7	14	
	Average job places created by SE s	New jobs created	40	40	80	min. 4 pers per 1 SE

Indicator		ACTION using web app.	ARMENIA	GEORGIA	TOTAL	Notes
IMPACT	Average net profit generated by SE s EUR	-	180,000.00	180,000.00	360,000.00	IRR: 1500 EUR net /month
	Average redistribution to social predefined sectors/issues, EUR	IMPACT TO SOCIAL ISSUES	108,000.00	108,000.00	216,000.00	

Indicator		ACTION using web app.	ARMENIA	GEORGIA	TOTAL
Platform profit	Sales Boost	sales funnels campaign	10,309.47	12,371.36	22,680.83
	Trainings, offline	in person trainings	29,823.82	44,735.73	74,559.55
	Trainings, online	self-learning	4,142.20	8,284.39	12,426.59
	SMM services	PR service	6,185.68	7,422.82	13,608.50
	Replication	% share	3,640.72	-	3,640.72
Total, 1st year			54,101.88	72,814.30	-

THE PAYBACK PERIOD

	Indicator	ARMENIA
Pay back	Total profit generated from the investment	234,101.88
	Pay-back period, yrs. from platform launch	1.41

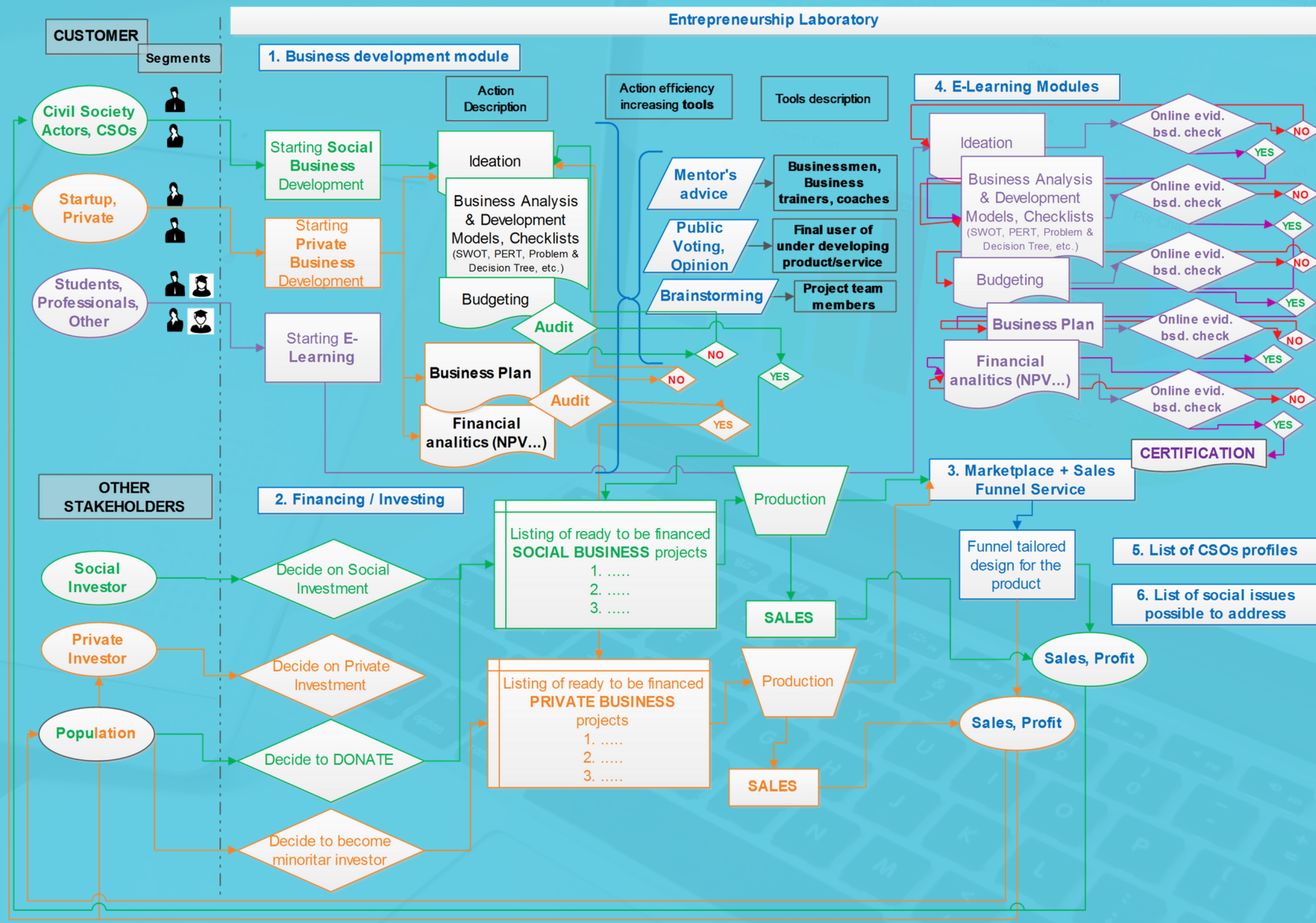
The **total investment** for 18 mo (6mo - platform and videos development, interest raising and contact to TG and 12mo - operating) is calculated **EUR 340,747**.

The rough cash flows shows **profit about EUR 234,000** (including EUR 54,000 generated by the platform and about EUR 180,000 generated by 10 Social Enterprises created and financed by the platform's activity in first 12 mo of operation) **calculated very conservatively**.

This mean that roughly **pay-back period** will be equal to **about 1.41 years** after the launch of the platform, so the provided financing after 2 years will fully .

The budget / financing options with corresponding results / assets the project will have after implementation is provided attached.

THE BUSINESS PROCESSES MODEL



THE COMPETITIVE ANALYSIS

VALUE	COMPETITIVE ANALYSES						
	SE Lab (our project)	Nesta.org.uk	Boardofinnovators.com	social-impact-navigator.org	www.e-education.psu.edu	thinkkit.eu	Other known accelerators, labs and hubs
Information materials, passive education (book, video)	+	+	+	+	+	+	+
Offline trainings	+	+	+	+	+	+	+
Interactive education + gained knowledge online check	+	-	-	-	-	-	-
Interactive step-by-step Entrepreneurship project development	+	-	-	-	-	-	-
Online communication to Mentors (businessmen and business coaches) on business engineering	+	-	-	-	-	-	-
Online Brainstorming to project team and Social voting	+	-	-	-	-	-	-
Listing of ready to implement projects for population Donations	+	-	-	-	-	-	-
Listing of ready to implement projects for Angel's Network Funding	+	-	-	-	-	-	-
Marketplace for social entrepreneurship products; sales	+	-	-	-	-	-	-
Sales funnel development service	+	-	-	-	-	-	-
SMM campaign service	+	-	-	-	-	-	-

IMPORTANT

I. OTHER SOLUTIONS

NO OTHER COMPLETE AND COMPREHENSIVE ONLINE SIMILAR SOLUTIONS WERE FOUND, PROVIDING TANGIBLE RESULTS (DEVELOPED KEY_TURN BUSINESS) TO PERSONS WITH BUSINESS KNOWLEDGE / SKILLS GAPS IN SOCIAL ENTREPRENEURSHIP

II. PROJECT SURVIVAL MEANS

- 1. Fees for online self-education trainings for STUDENTS (evidence based result checking) to students**
- 2. Fees for selling the service and mentorship to commercial developing STARTUPS**
- 3. % share out of product / service sold on marketplace**
- 4. Share in profit of replicas of the platform in other countries**
- 5. SMM service fee**
- 6. Sales funnel design and implementation fee**

III. REPLICATION POTENTIAL

AT LEAST ALL CIS 10 COUNTRIES experience the same pain. Replication with minimum costs on translating materials ONLY (no cost for platform tech part)

IV. WHY INVEST IN THE PROJECT?

SUSTAINABLE (6 profit channels) AND REPLICABLE (10 countries), INNOVATIVE (no analogues IT solution) BUSINESS MODEL WITH 3 CUSTOMER SEGMENTS CURING THE MAIN PAIN IN SOCIAL ENTREPRENEURSHIP WITH HIGH PASSABILITY AND SOCIAL IMPACT VOLUME.