

Possible Social Business Plan Outline



“Front End” Documents:

- Cover page
- Executive Summary
- *Vision of Social change*
- Table of Contents
- Mission Statement (if relevant)

History:

- Company/Entrepreneur history (competence, knowledge, past business experience)
- *Overview of social issues/expertise (competence, knowledge, past experience)*
- *Organizational Readiness assessment (for Non Profit orgs)*

Theoretical:

- Market Opportunities (products/services in demand, review of ideation process)
- Industry Analysis (Trends, global examples, etc)
- Market Analysis (demographic information, competitors/collaborators, price point, customer surveys, etc)
- Risk Assessment
- *Social Metrics (current data on metrics to be measured)*
- Competitive Strategy (Unique Selling Proposition)

Mechanical:

- Operations Plan
- Financial Management Plan
- Personnel Plan
- Risk Mitigation strategies
 - IT/IP Recovery plan (or safeguard plan)
- Marketing Plan
- Administration
- *Incorporation Structure (Non profit, Coop, Corporation, or Related business of a partner)*

Financial:

- Funding Needs
- Cash Flow
- Statements

Social:

- *Social metrics collection plan*
- *“Feedback Loop”*

Contact Social Delta at www.socialdelta.ca or by email at socialdelta@gmail.com if you seek a consultant to help you build your social enterprise business plan. Our rates are reasonable, as we want to help build the social economy with you.