



Comparative Advantage
What unique product or service do you offer?

Market Need
*What is the marketplace lacking?
 What will sell?*

Social Benefit
What business idea will best tackle the social need?

Innovation or Replication
Are you improving on an existing business concept or are you doing something totally new?

Financial
*Funders/donors
 Venture philanthropists
 Financial Institutions
 Equity investors
 Government*

Social
*NGO partners
 Advocacy Groups
 Online communities
 Networks*

Human
*The right people... You
 Access to new ideas*

Intellectual
*Experience
 Ownership*

Organizational
*Board
 Policies
 Staff
 Structures*

Risk tolerance
*Patience
 Bootstrapping
 Calm*

Basic business
*Marketing
 Bookkeeping
 Hiring
 Management*

Personal
*Work-life balance
 Family obligations
 Time management*

Partnership
*Networking
 Consensus building
 Engagements*

Policy
*Laws
 Incorporation structures
 Enterprise support*

Media
*Public perception
 Awards
 Stories*

Economy
*Upturn/downturn
 Interest rates?*

Trends
*Corporate social responsibility
 Social purpose businesses
 Growth industries
 Available capital(s)*

Measurement
*Metrics
 Tracking
 Reporting
 Redesigning*

Scale/growth
*More sales volume?
 More geography?
 More employees?
 New lines of business?
 New business?*