

Investment Readiness Program

RETHINKING SOCIAL ENTREPRENEURSHIP: LITE

November 2022



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Financé par
Canada

Welcome!

- Please use the chat box
- For the best experience, close all other applications and use 'Speaker View'
- Turn up your computer's volume
- Recording in the CFC Resource Library

Introducing

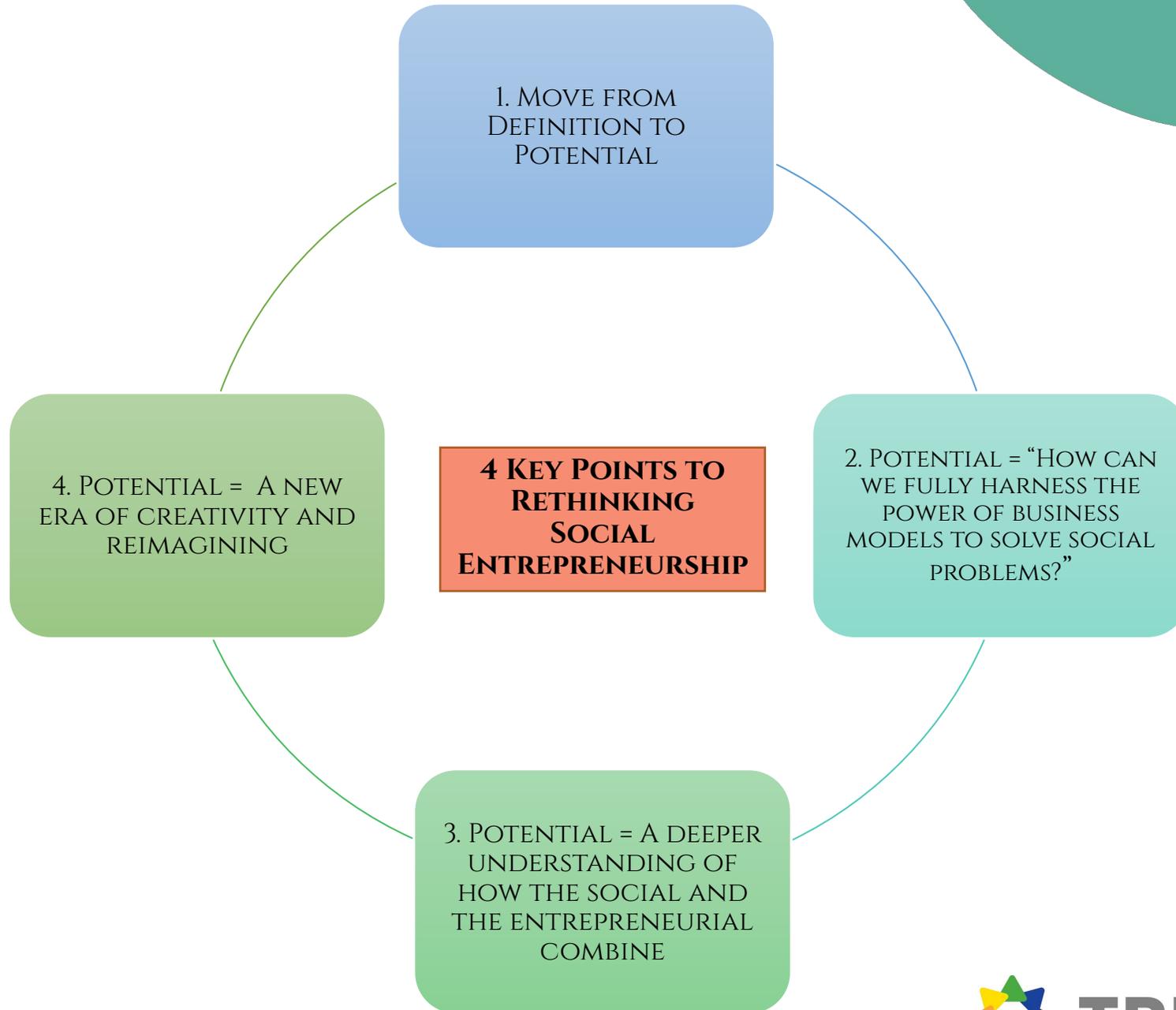
Brittni Kerluke – Manager of Social Entrepreneurship Training & Funding, Trico Charitable Foundation

- Leads the Alberta Social Entrepreneurship Support System (A.S.E.S.S.) program

RETHINKING SOCIAL ENTREPRENEURSHIP: LITE



TRICO CHARITABLE FOUNDATION



TWO TOOLS

THE "WHY" & THE 4 WAYS BUSINESS MODELS CAN SOLVE SOCIAL PROBLEMS



 **TRICO** CHARITABLE FOUNDATION

THE BLENDER CANVAS

Check out the 'Your Idea' videos for an example of using this tool

<p>The degree to which the social model addresses the customer's needs:</p> <p>The social model does not have a role in addressing the customer's needs, but the purchase funds the social model (often there is a customer desire to 'buy social').</p> <p><input type="checkbox"/> <i>Planning prognosis:</i> definite challenges ahead (the pressure of 'multi-tasking', the pressure of customer persuasion)</p>	<p>ASSESSING YOUR SOCIAL MODEL'S IMPACT ON CUSTOMER NEEDS</p> <p>YOUR SOCIAL MISSION:</p>	<p>ASSESSING YOUR SOCIAL MODEL'S IMPACT ON COSTS & PRICING</p> <p>WHAT COSTS DOES YOUR SOCIAL MODEL ADD TO YOUR VENTURE?</p>	<p>How the social model impacts costs & pricing:</p> <p>The social model adds costs that can't be passed on to the customer.</p> <p><input type="checkbox"/> <i>Planning prognosis:</i> definite challenges ahead (the pressure of the funding gap).</p>
<p>The social model has a role in addressing the customer's needs but that role could be replaced by a 'traditional business' (the customer's needs being addressed are over and above any desire to 'buy social').</p> <p><input type="checkbox"/> <i>Planning prognosis:</i> possible challenges ahead (the pressure of competition).</p>	<p>YOUR SOCIAL MODEL:</p>	<p>CAN YOU PASS THOSE COSTS ON TO YOUR CUSTOMER?</p>	<p>The social model adds costs that can be passed on to the customer.</p> <p><input type="checkbox"/> <i>Planning prognosis:</i> possible momentum (the security of affordability).</p>
<p>The social model has a role in addressing the customer's needs and cannot be replaced by a 'traditional business' unless it adopts the social model (the customer's needs being addressed are over and above any desire to 'buy social').</p> <p><input type="checkbox"/> <i>Planning prognosis:</i> definite momentum (the power of unique value).</p>	<p>THE CUSTOMER NEEDS YOU ARE ADDRESSING:</p>	<p>BEYOND A CUSTOMER 'BUYING SOCIAL', HOW DOES YOUR SOCIAL MODEL ENHANCE THE VALUE OF YOUR PRODUCT/SERVICES?</p>	<p>While the social model may add costs that can be passed on to the customer, it also enhances value in a way that the customer is willing and able to pay more for (over and above any desire to 'buy social').</p> <p><input type="checkbox"/> <i>Planning prognosis:</i> definite momentum (the power of enhanced value the customer is willing & able to pay more for).</p>
<p><input checked="" type="checkbox"/> BASED ON THE ABOVE, CHECK THE LEFT-HAND CELL THAT FITS YOUR VENTURE</p>		<p><input checked="" type="checkbox"/> BASED ON THE ABOVE, CHECK THE RIGHT-HAND CELL THAT FITS YOUR VENTURE</p>	





THE FUTURE LOOKS GREEN

Plant With Us

We plant 10 trees for every item sold so that your purchases do more good than harm to the planet. With your help, we're looking to plant 1 billion trees by 2030 to combat climate change.

[PLANT NOW](#)



TRICO CHARITABLE FOUNDATION

TENTREE

**YOUR
PRODUCT**

THE MISSION: TO PLANT 1 BILLION TREES BY 2030 TO DRASTICALLY REDUCE CLIMATE CHANGE. EVERY TENTREE PURCHASE HAS A PURPOSE: FOR EACH ITEM SOLD, THE COMPANY AND ITS PARTNERS PLANT TEN TREES SOMEWHERE AROUND THE WORLD

**YOUR
INFLUENCE**

ONLY WORK WITH ETHICAL MANUFACTURERS THEY AUDIT REGULARLY WITH THEIR CODE OF CONDUCT

**YOUR
OPERATIONS**

“ALL OUR PRODUCTS ARE CREATED WITH AN EARTH-FIRST APPROACH, MEANING THEY’RE MADE IN FAIR, SAFE WORKING CONDITIONS, AND CONSTRUCTED USING ONLY SUSTAINABLY SOURCED AND RECYCLED MATERIALS.”

PLANT 10 TREES FOR EACH ITEM SOLD

**YOUR
PROFITS**

PLANT TREES AROUND FACTORIES TO REDUCE GHG’S

VOGUE BUSINESS

COMPANIES FASHION TECHNOLOGY SUSTAINABILITY RETAIL BEAUTY DATA
SUSTAINABILITY



What fashion can learn
from the apparel brand
that plants 10 trees for
every purchase

BY RACHEL CERNANSKY

30 JULY 2020

Tentree was launched to fund a tree-planting initiative. Today, it's profitable and on track to plant 50 million trees by the end of the year.

“In hindsight, there are a lot easier ways to plant trees than building an apparel brand.”

Derrick Emsley,
Co-Founder



ACTIVITY:



*BEYOND FUNDING PRODUCT, OPERATIONS OR INFLUENCE

Successful Smiles Offer..!

Teeth Cleaning & Polishing for just Rs.500/-

[Learn More](#)



Your smile is Awesome!

SABKA DENTIST



THE BLENDER CANVAS

Check out the 'Your Idea' videos for an example of using this tool

The degree to which the social model* addresses the customer's needs:			How the social model impacts costs & pricing:
<p>The social model does not have a role in addressing the customer's needs, but the purchase funds the social model (often there is a customer desire to 'buy social').</p> <p><input type="checkbox"/> <i>Planning prognosis:</i></p> <p>definite challenges ahead (the pressure of 'multi-tasking', the pressure of customer persuasion)</p>	<p>ASSESSING YOUR SOCIAL MODEL'S IMPACT ON CUSTOMER NEEDS</p> <p>YOUR SOCIAL MISSION:</p>	<p>ASSESSING YOUR SOCIAL MODEL'S IMPACT ON COSTS & PRICING</p> <p>WHAT COSTS DOES YOUR SOCIAL MODEL ADD TO YOUR VENTURE?</p>	<p>The social model adds costs that can't be passed on to the customer.</p> <p><input type="checkbox"/> <i>Planning prognosis:</i></p> <p>definite challenges ahead (the pressure of the funding gap).</p>
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Tools & Coaching

Alberta Social Entrepreneurship Support System: A.S.E.S.S.

Helping Social Enterprises Move Their Ideas Forward

KEY TAKEAWAYS & QUESTIONS