



Tell me and I will forget
Show me and I may remember
Involve me and I will understand

THE SOCIAL BUSINESS MODEL CANVAS WEEK

The Social Business Model Canvas Week supports aspiring young entrepreneurs to develop a simple and realistic business plan in only five days. During this highly participatory, interactive, and practice-based learning experience, they are challenged to design, test and present their business ideas. For all participating trainees, the Social Business Model Canvas Week is the starting point of running their own business and earning their own money.

For who?

EyeOpenerWorks provides tailor-made Social Business Model Canvas Weeks for among others educational institutes, NGO's, social businesses, and youth groups. The Social Business Model Canvas Week can for example complement existing curricula, kick-start a business incubation project, or mentor youth that want take their first steps in their career as an entrepreneur.

Next to aspiring entrepreneurs, the Social Business Model Canvas Week also targets teachers and facilitators. EyeOpenerWorks builds their capacity by intensive coaching, a train-the-trainer program, and/or coordination support in order to make sure that the methodology can be embedded in existing structures.

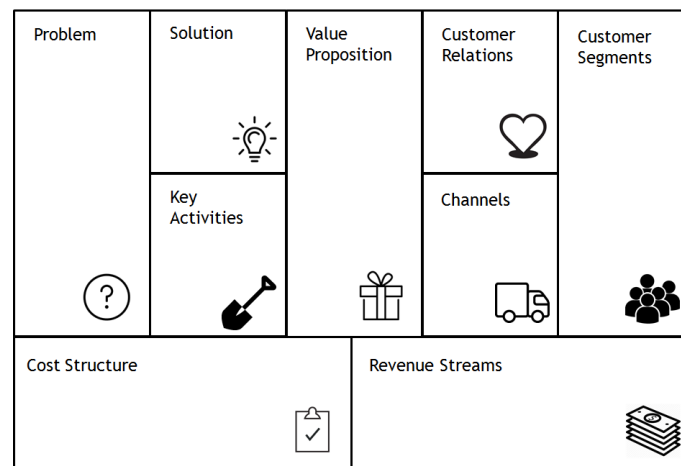
Approach

Most successful entrepreneurs recognize they have learnt most from experience. Therefore, the Social Business Model Canvas Week by EyeOpenerWorks offers a learning process full of real life 'experiments'. During the intensive, results-oriented and fun program, trainees develop their curiosity, creativity, self-confidence and independent thinking by continuously testing and challenging their business ideas. In addition to focusing on making money, the Social Business Model Canvas Week pays attention to social and environmental aspects of new businesses, striking a balance between profit, people and the planet.



Business Model Canvas (BMC)

The applied learning approach is centered around the Business Model Canvas (BMC), a simple and practical tool to design and analyze a business. The model consists of nine building blocks that together provide an overview of a business. By thinking through these nine building blocks, in just one page, the BMC visualizes what the business looks like, why it stands out, what is needed to run it, and if it is profitable. The BMC is an effective tool to reflect upon both new business ideas and existing businesses from different angles, and to facilitate strategic business development sessions.



Example: start a business while in school

In June 2016, EyeOpenerWorks facilitated Social Business Model Canvas Week for [AVSI Foundation](#) involving hundreds of trainees and dozens of instructors of four vocational training institutes in Lango and Acholi. As a result of this week:

- trainees developed a business model reflecting their personal ambitions and took the first steps on the path of entrepreneurship;
- facilitators improved their capacity to practice active learning methodologies and tools;
- learning centers got access to a practical and replicable model to enhance entrepreneurship and business skills.

About EyeOpenerWorks

EyeOpenerWorks is an international business with offices in The Netherlands and Uganda that supports organizations to create social and sustainable impact. EyeOpenerWorks provides services in five domains: 1) Creative Monitoring & Evaluation, 2) Active Learning, 3) Social Business Incubation, and 4) Organizational Development, 5) Personal Development.

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