



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

SOCIAL BUSINESS INCUBATION

Social businesses are playing an increasingly important role in tackling development challenges around the world. They combine the passion of a social mission with businesslike discipline. Over the past years, social entrepreneurship has proven to be a very effective strategy to solve social and environmental problems, create employment opportunities for marginalized groups, ensure sustainable development, and alleviate poverty. Social entrepreneurship creates a fundamental shift in the way we approach development challenges, enabling people to initiate and take responsibility rather than (only) demanding change. The social, economic, and environmental challenges in the world today become opportunities for a socially entrepreneurial mindset to initiate change and generate impact. At EyeOpenerWorks we are passionate about promoting this mindset. That's why we offer a range of services to incubate and develop social business initiatives.

For who?

EyeOpenerWorks provides social business incubation services to (I)NGO's, educational institutes, business incubations centers, youth groups, and social businesses directly. Our services can complement existing programs and curricula, kick-start a business incubation project, and support entrepreneurs in tackling the challenges they run into when developing their business.

Next to aspiring entrepreneurs, EyeOpenerWorks' social business incubation services also target teachers and facilitators. We build their capacity by intensive coaching, train-the-trainer programs, and/or coordination support in order to make sure that the social business incubation can effectively be embedded in project or program structures.

Approach

Most successful entrepreneurs recognize they have learnt most from experience. Therefore, our social business incubation services offer a learning process full of real life 'experiments'. As a result of our services, people develop their curiosity, creativity, self-confidence and independent thinking by continuously testing and challenging their business ideas. In addition to focusing on making money, we challenge entrepreneurs to pay attention to social and environmental aspects of their business, striking a balance between profit, people and planet.



Components

Together with and on behalf of our partners we provide social businesses with the crucial support and mentoring in the early years of their existence. Often, this consist of one or more of the following components:

1. A **Business Skills Training** helps (aspiring) entrepreneurs to develop a realistic business plan, and to acquire the necessary skills and mindset to start or improve their business. During a highly participatory, interactive, and practice-based learning experience, participants are challenged to design, test and challenge their business ideas. For this purpose, instead of a classic business model, we often use the Business Model Canvas (BMC) as a simple and practical tool to design and analyze business concepts.
2. **Financial Management and Modelling** prove to be an important challenge for social businesses. Many of them suffer because of things like poor budgeting, record keeping, costing, price setting, and profit and loss calculations. EyeOpenerWorks uses a number of methods to prevent social businesses from failing in this regard. These include, among others, introductory workshops in book keeping and tailor-made support in the composition of more complicated financial business models.
3. **Curriculum Development** is crucial when scaling up or sustaining key elements of a social business incubation programs. In order to safeguard the effectiveness of interventions, especially when they are carried out over a longer period of time or on several geographical locations, quality manuals, resources and training kits are invaluable. Over the past years, EyeOpenerWorks has developed business incubation curricula for interventions ranging from 2 days up to a number of months.
4. **Social and Environmental Impact Measurement** are a key challenge to any social business. Many entrepreneurs claim to make a positive contribution to development, but have a hard time specifying what this comes down to in reality. We provide social businesses with a variety of creative and innovative tools (mobile data collection, participatory video, etc.) that enable them to capture the impact they really make. The products and insights that result from these tools are important inputs to further improve the business case.
5. **Coaching and Mentoring** can be very effective when social entrepreneurs run into specific challenges in the start-up phase or when they aim to take their enterprise to the next level. A coaching and mentoring model can support them in overcoming these challenges. In this regard, one can think of One-on-one mentoring, Peer mentoring, E-mentoring, or Group mentoring (entrepreneurship clubs).

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.

For more information, please contact us:

Martijn Harlaar
martijn@eyeopenerworks.org
+256 77 4917 693

Henrik Looij
henrik@eyeopenerworks.org
+31 6 4419 5969

| www.eyeopenerworks.org | [@eyeopenerworks](https://www.instagram.com/eyeopenerworks) | www.vimeo.com/eyeopenerworks |