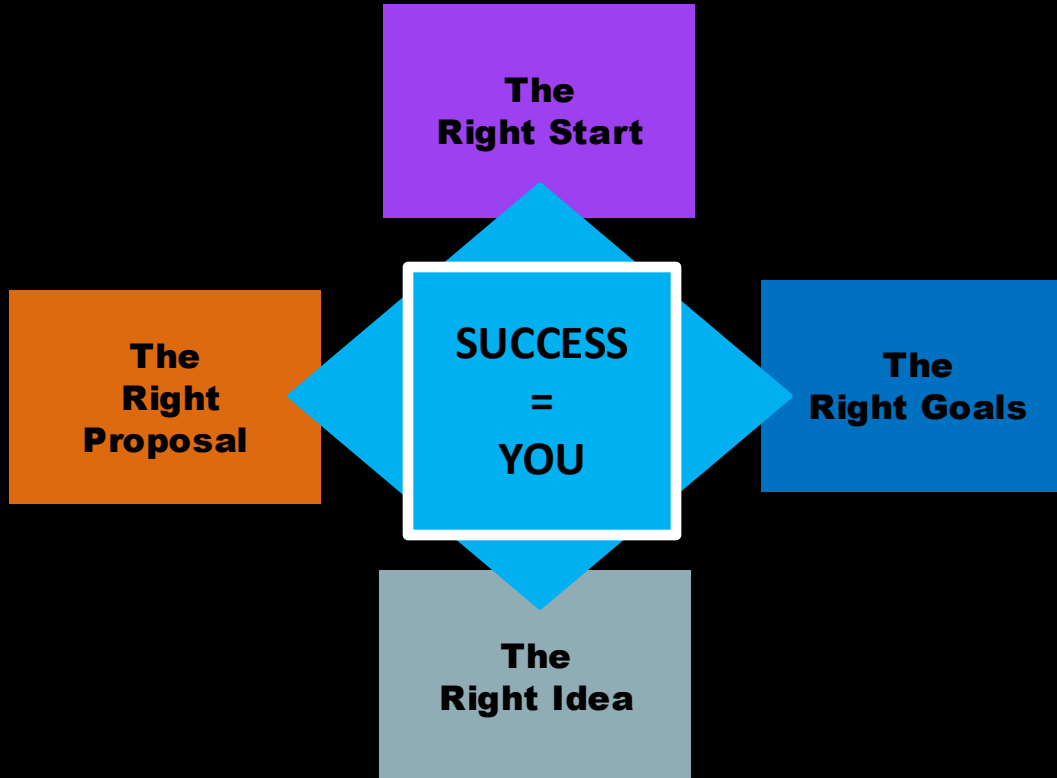


The Social Venture Café

***Social Venture Start-ups Serving Our Community's Needs
Through Innovation***

SUCCESS = YOU

The Breakaway Social Venture Start-up Framework



The Breakaway Social Venture Start-up Framework

Stage 1

Success – It All Starts With You

“SUCCESS”

It all starts with YOU!



“Success” : Measured Through *Your* Eyes

Being clear on what social venture “Success” looks like to ***YOU*** is an essential first step in your social venture start-up journey. Once established, your entire journey will be orchestrated in a manner which thoughtfully drives towards achieving that “SUCCESS”; “SUCCESS” as defined by you!

The following is a structured self-assessment tool aimed at helping you identify and clarify the personal goals, objectives, and preferences that defines your view of “SUCCESS”.

Eight Considerations in Defining Your Success



- For each, reasonable and thoughtful:
 - “Must” items & measures
 - “Want” items & measures
 - “Nice to have” items & measure
 - Other Items; Outcomes you want to “Avoid” or to “Realize”

Where Does Your Interest & Passion Lie?

*

- What's the general topic area of you interest and passion?
- What's the profile of the community member who is challenged or in need?
- What Region, County, City, Neighborhood do you want to serve?
- Do you want to directly or indirectly serve the community member?
- Is your social venture start-up focused on developing/improving products or services ?
(i.e., in serving the community challenge or need area.)
- Do you have a specific preference as to what will be at the heart of these new or improved products or services (e.g., Software, Hardware, Low technology, High technology, High touch/Low touch people approach, etc)?

What Investments Are You Willing To Make?

- Time you are willing to invest per week; Minimum & Maximum?
- Days of the week you're willing to work & the schedule you'll keep on those days?
- Money you're willing to invest in pursuing this venture or innovation/improvement program? (Total \$'s in months 0-3, 4-6, 7-18)
- Amount of that investment you're willing to lose? (months 0-6 and months 7-18)
- What other assets are you willing to invest? (e.g., use of a building, car, office equip, etc)?
- Level of risk (financial, emotional, physical, relationship ,etc.) you're willing to take on?
- Amount and nature of stress you're willing/ not willing to take on?
- Level of investment (time or \$) you're willing to make to learn or acquire new skills?
- In what ways are you willing to work collaboratively with others in helping create your venture?

What Else You Are You Willing & Able To Bring?

- What skills and experiences will you contribute to the venture's creation and start-up efforts? What skills and experiences do you need that you don't possess?
- What is the size and nature of your *personal* network? How much of this are you willing and able to leverage in designing & developing your social venture? What about your *professional* Network?
- What mentoring and coaching skills will you bring to the team you pull together to help in your social venture start-up efforts? What mentors and coaches (and in what topic areas) do you want to make sure are part of the team?
- How flexible and agile are you willing to be as you go about identifying and creating your new social venture start-up? Any limits to the level of flexibility or agility you're willing to commit to? If yes, what are the limits and why?

What Impact Do You Want To Make?

- What level of impact do you want your social venture start-up to have?

That is.....

➤ *Versus a “do nothing” baseline assessment of the current social need, problem, or challenge’s impact*

(Assessment considers the financial, emotional, physical, investments, costs being made and the range, size, and volume of the benefits and value being delivered to your targeted audience and/or clients.)

Impact Goal:

- 0 to 25%
- 26-50%
- 51-75%
- 76-100%+

Risk You Are
Willing To
Take

What Risks Are You Willing To Take?

- What level of risk are you willing to take across each of the following categories?
 - *Financial and Financial Liability*
 - *Physical/Health*
 - *Emotional*
 - *Relationship/Reputation*
 - *Safety*
 - *Other risk you are concerned about?*

What Do You Want In Return?

- What emotional reward are you seeking? (e.g., Level of, Type of, Source of)
- What “net” Financial returns (i.e. Revenues less Expenses) do you want to realize?
Minimum (i.e., MUST) as well as reasonable ideal:
 - *X\$/Hr, X\$’s/week, X\$’s per month, X\$ per year?*
 - *During first 6 months,? Second 6 months? Month 13-24? Annually thereafter?*
- What “net” Financial returns , stated as a % of Net Assets invested, do you want to exceed?
- What types of individuals do you want to work with?
 - *Experienced vs not. Working vs retired. Optimistic-Realistic-Pessimistic in nature. Volunteer vs paid. Highly Flexible vs not. Technical experts vs generalists. Followers vs leaders. Aggressive vs passive. Fun-loving vs serious. Age-Maturity. Analytical-Assertive-Amiable-Expressive . Clarifier- Ideator - Planner- Implementer. Coach-Mentor. Variety of interests /experiences. Students vs graduates. Etc.*
- What “Fun factor” do you desire? A lot-A Little? Within work environment vs outside it?
- What level and type of recognition are you looking to get and give? Private vs public?
A Lot or a Little? From team? From Partners? From Stakeholders? From the Community?

Backup

Finding Your Social Venture's Area of Interest

A Sampling Of Social Challenge, Need, Problem Topic Areas

Health Problems	Human rights	Public	Juvenile Misconduct	Life transitions;
Racism	Child Abuse	Transportation	Bullying	-Loss of job,
Spousal Abuse	Environmental	Age Discrimination	Engagement	-Death of family member,
Crime	Issues	Quality Education	Though the Arts	-Loss of shelter,
Civil Rights	Public Health	Income Opportunities	Social Exclusion-biases	-Loss of social support system,
Alcoholism	Drug abuse	Resource Sustainability	Mental /Emotional	-Sudden mental or
Drug Abuse	Affordable	Economic Deprivation	Disabilities	physical challenge, etc
Marketable Skill	Healthcare	Physical Disabilities	Gender Discrimination	Literacy & educational
Gaps	Unemployment	Homelessness	Healthy Living/Choices	Advancement
Inequality	Hunger	Affordable Housing		Exclusion: The Digital Divide
	Poverty			STEM/STEAM Education
				Etc.

Notes – Implications – Applications – Action Plans

Page 1

Notes: Observations – Thoughts – Insights - Follow-up Questions

Implications: In what way will using these ideas/tools help me in achieving success?

Notes – Implications – Applications – Action Plans

Page 2

Application: How will I specifically apply these ideas/tools to my start-up activities?

Action Plans: When will I apply these ideas/tools to my start-up efforts and what outcomes will I try to achieve as a result?