

A collaboration between Linkwest, Impact Seed and WA Social Enterprise Council

Workshop #2 - Developing your Social Enterprise

Tuesday, 6 May, 1pm – 2.30pm online



- ✓ Introducing the Impact Canvas (15 mins)
- ✓ Testing the Impact Canvas in groups (30 mins)
- ✓ Feedback and reflections (15 mins)
- ✓ Linkwest grants opportunities! (30 mins)



IMPACT



Social Enterprise Impact Canvas

1. Product

*What problem are you trying to solve?
What is your solution or product?
Who is the customer?
How much does your product cost?*

6. Brand and story

*What is the core promise your brand makes to customers?
Have you finalised your brand name and visual identity?
What feedback have you received so far from customers, investors, or partners?*

10. Going to market

*Who are the easy customers?
How will you engage them?
How will you evaluate early feedback?*

2. Gap in the market

*What is the market?
Who are your competitors?
Who are your allies?
Could you partner with any of them?*

4. Protecting your business

*Have you got MOUs with potential partners or suppliers?
Can other companies enter your market easily?
Can your product be patented?*

7. Cashflow

*What are your start-up costs?
What is the expected revenue per month?
What are the operating costs per month?*

3. Validation

*Has the idea been tested on customers?
Have you piloted anything yet or developed case studies?
What has been adjusted or iterated since starting-up?*

5. Making and impact

*Use 3-4 words to clearly articulate your goal or mission
Is social impact including in your company constitution?
Are your supply chains ethical?
Which verification might endorse your product e.g. WASEC, People Planet First, Fairtrade?*

8. Your team

*Who is leading sales and business development?
Who brings domain or industry-specific expertise?
Who is managing technology and digital?
Who provides corporate, financial, or legal oversight?*

11. Managing risks

*What early success will show you're ready to grow faster?
How much will you spend before making money, and how long will that take?
If things don't go to plan, what's your backup and how will you handle it with investors?*

9. Investment

*Who are the current founders or equity holders?
Do you have any agreements in place with them?
Who will be on the team after investment?
How much funding are you looking for, and when do you expect to break even?*

VALIDATION

EXECUTION