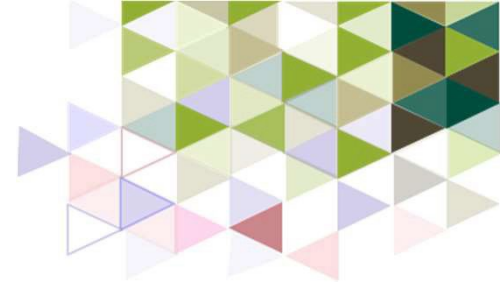




Eberswalde University
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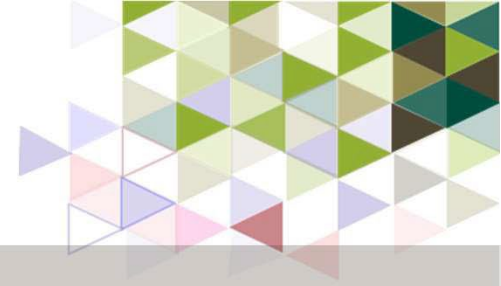
SIP 4

SOCIAL INNOVATION PROJECT 4: SUSTAINABLE BUSINESS PLAN

19.5.2025

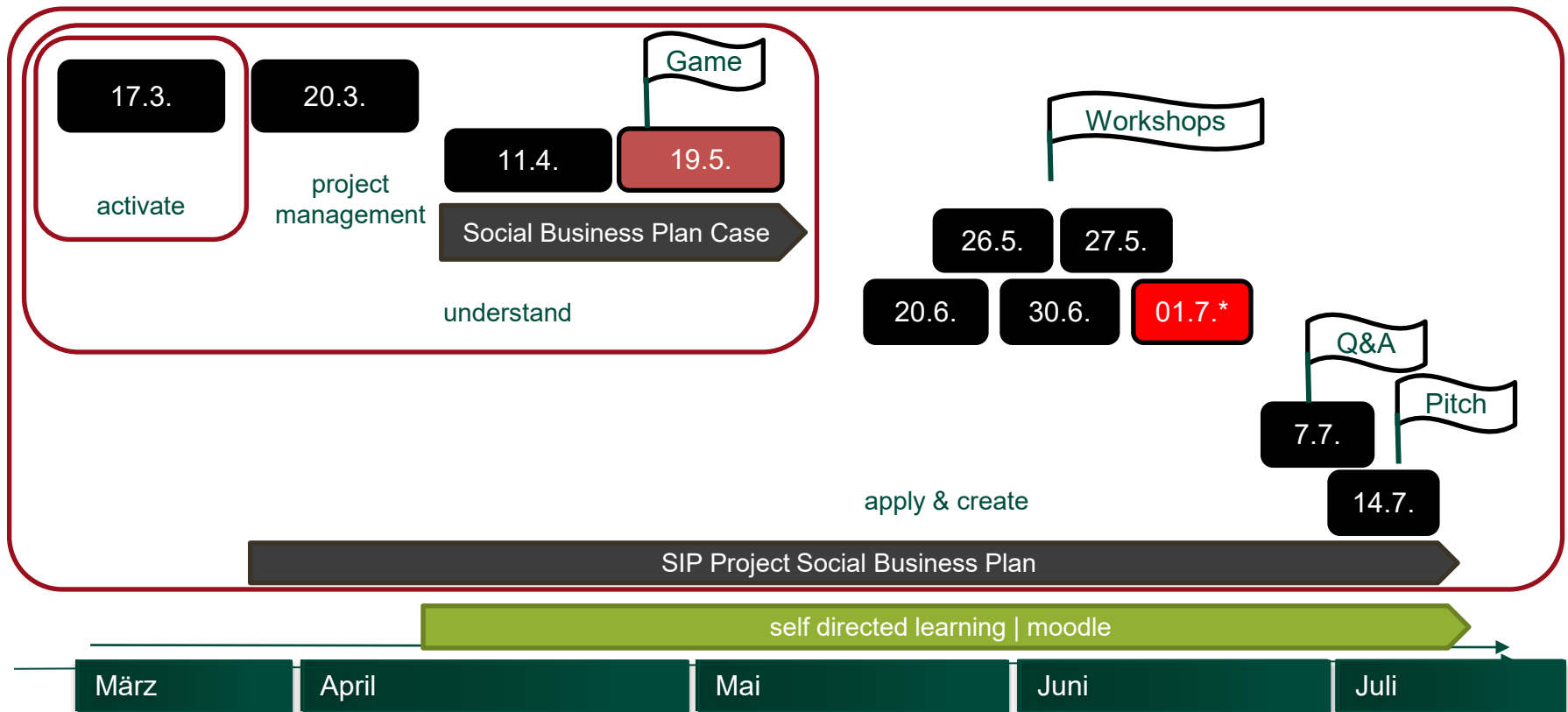
Dr. Mona D. Mirtsch / Dr. Daniel J. Kruse

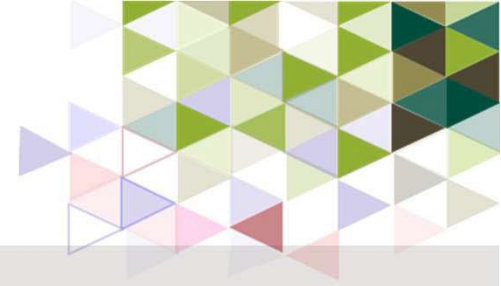
Prof. Dr. Britta M. Gossel



Schedule

* 1.7.new in SWP instead of 27.6.



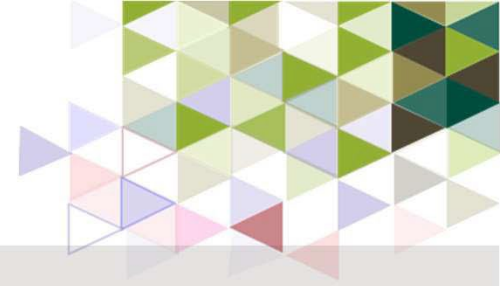


Overview

Task 1b – Social Business Plan

- **Teil 1 - Einleitung:**
 - Vision
 - Executive Summary
 - Vorstellung der Gründer: innen
- **Teil 2 - Social Business Model:**
 - Soziale Herausforderungen
 - Geschäftsidee
 - Geschäftsmodell/ Lösungsansätze
 - Wirkungsorientierung
- **Teil 3 – Organisatorischer, rechtlicher und finanzieller Rahmen:**
 - Organisation (Rechtsform, Organisation, Personal, Standort, Netzwerk)
 - Markt (Markt, Kunden-/Zielgruppe, Wettbewerb)
 - Marketing (Produkt/Preis/Vertrieb/Kommunikation)
 - Finanzplanung (Ausgangssituation, Kalkulationsgrundlagen, Finanzierungsplan, Liquiditätsplan, ggf. Rentabilität)
 - Kapitalfinanzierung (Eigen-/Fremdkapital, ...)
 - Realisierungsplan
 - Risikoanalyse (SWOT)
- **Teil 4 – Schluss & Ausblick**
- **Anhang**
 - Social Business Model Canvas

Weitere Anhänge



Start der Understand Phase: Inhalte in moodle

▼ General Information

Activate

▼ Understand

▼ Apply & Create

Index

Understand: Social Business Plan Case

How to write a Social Business Plan?

Chapter 1: Introduction

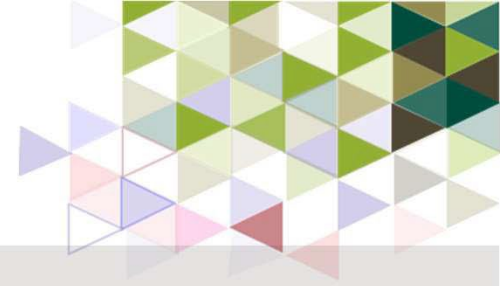
Chapter 2: Social Business Model

Chapter 3: Organisation, Legal Form,...

Teil 4: Schluss, Ausblick & Anhang

Additional material in EN

Diese Inhalte sollten bekannt sein zum Start der Workshops



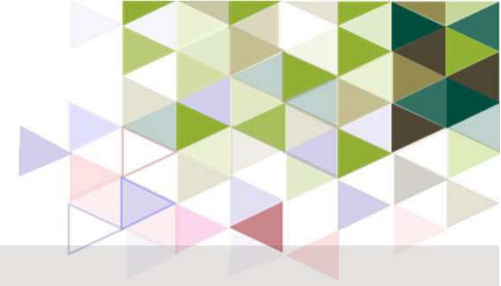
Tasks

Task 1 (Beleg)

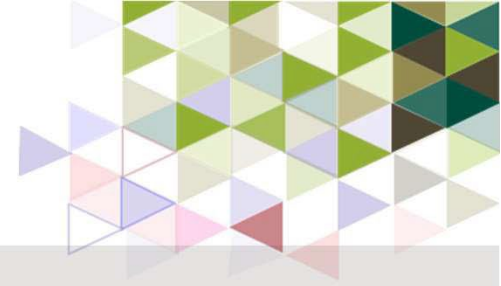
- 1a Documentation of project management (25%) 01.08. (moodle)
 - **First Project Plan (13.5.) + Feedback heute**
 - Final Documentation (01.08.)
- 1b Social Business Plan (40%) 01.08. (moodle)
- 1c Feedback Documentation (10%) 01.08. (moodle)

Task 2 (Referat)

- 2 Pitch (25%) 14.7. (in class)

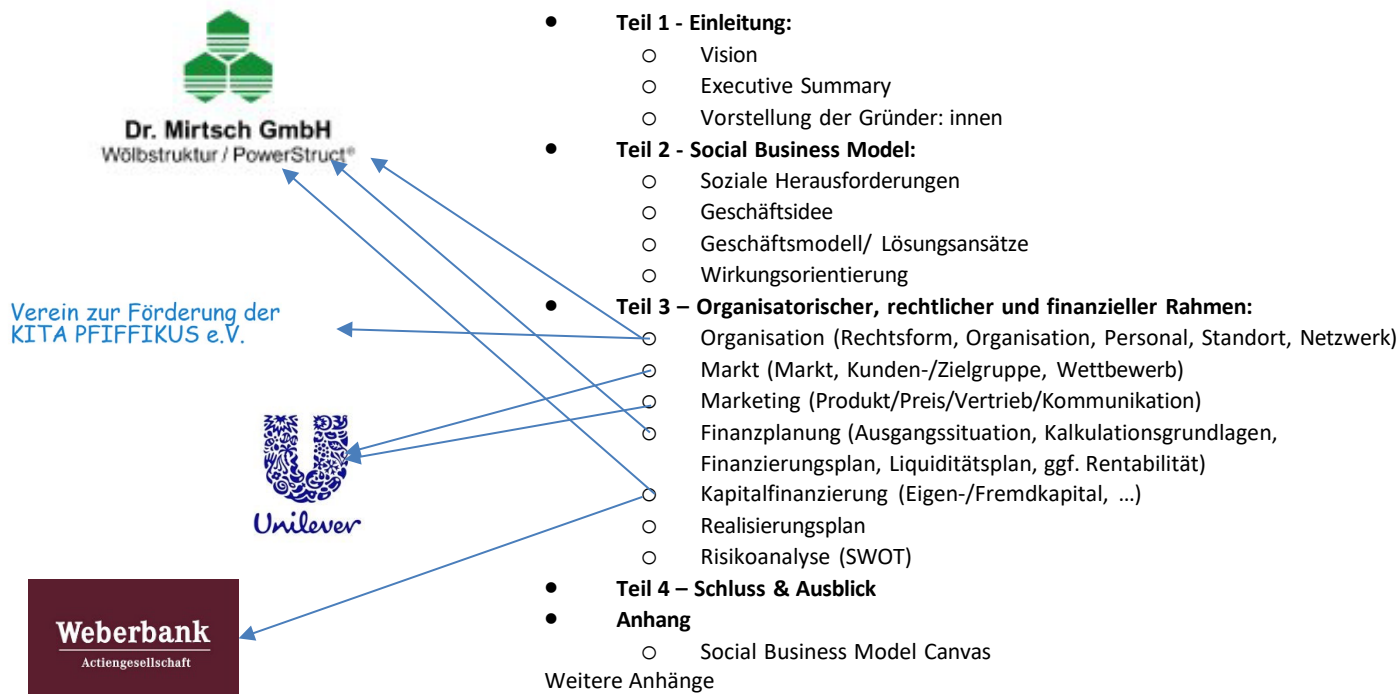


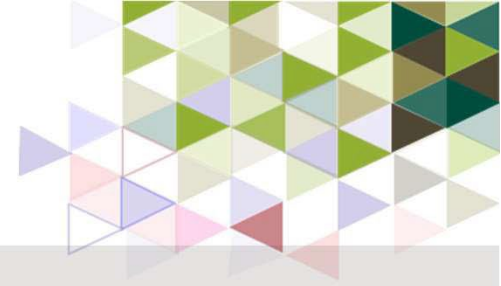
AUSTAUSCH



Austausch

Lasst uns mal schauen welches Wissen und Erfahrungen hier im Raum sind abseits von Textbuch-Wissen





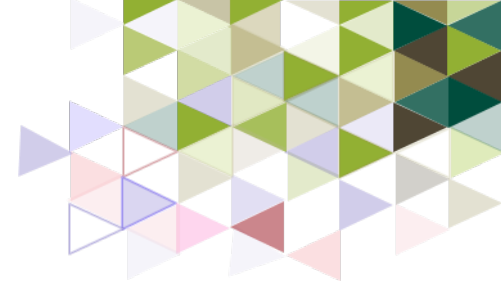
Austausch (3min each)

Reflection

- From which experience can I or my team or other classmates benefit?
- Where lays my personal interest regarding a social business plan?



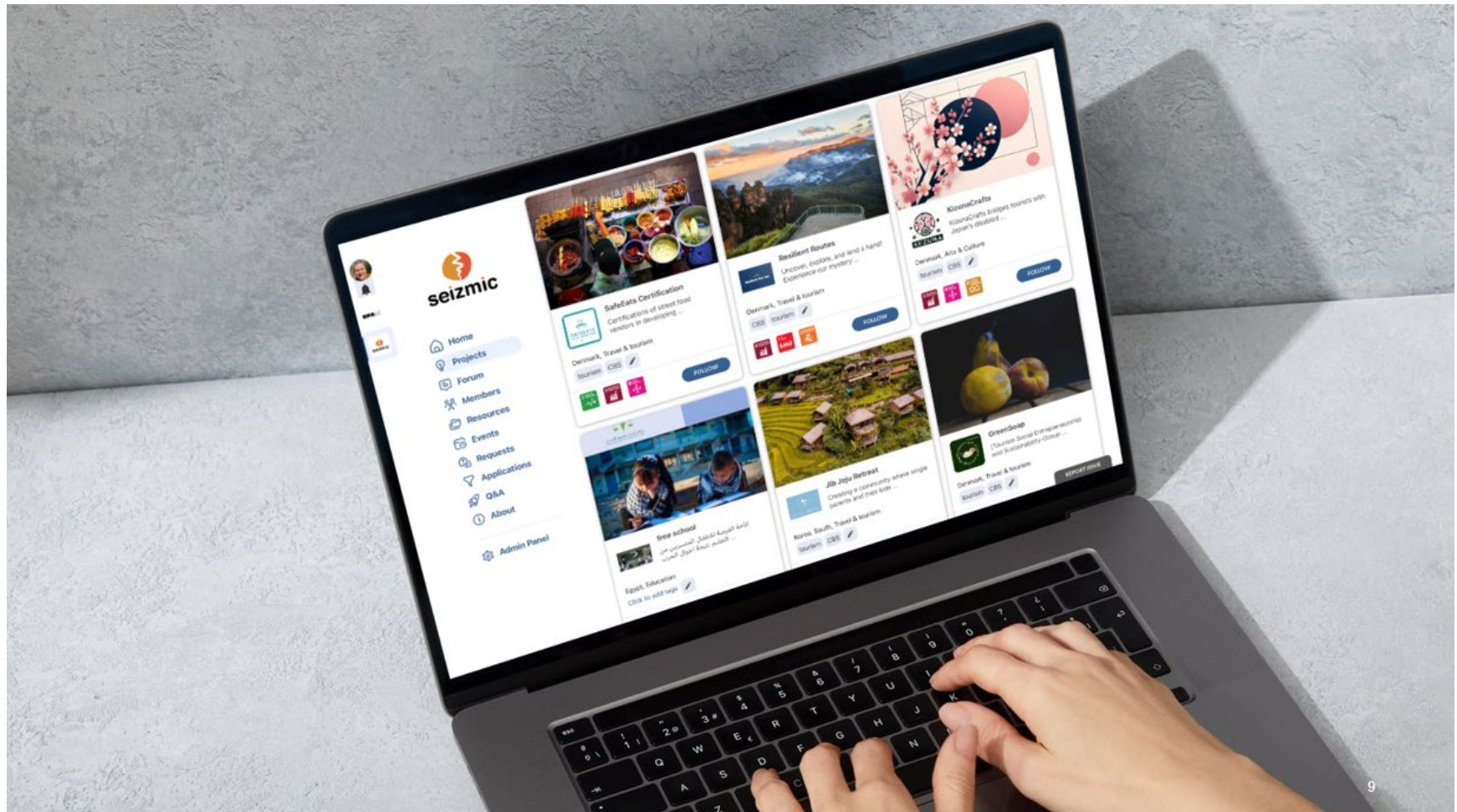
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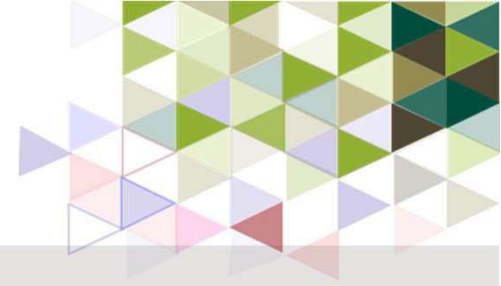


SEIZMIC APP



Einführung SEIZMIC App





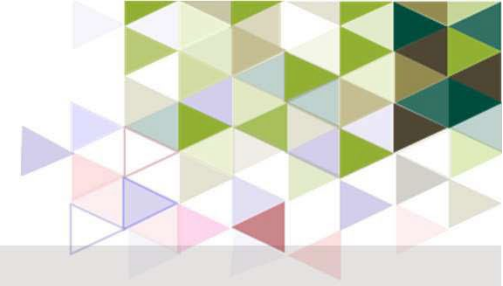
Einführung SEIZMIC App

What is seizmic APP?

A free and helpful tool for all students who want to turn their ideas into real change. With easy-to-follow steps, we guide students through creating business models that tackle social, environmental, and economic challenges.

- Easy to integrate online platform to create social business models
- Experiential learning: developing solutions for real world problems
- International / interdisciplinary teamwork
- Cooperation and inspiration by viewing and commenting on projects independent of course, year, university, and educator
- Teaching and learning in a virtual seizmic community





Einführung SEIZMIC App: Struktur

seizmic business model

With easy-to-follow steps, we guide students through creating business models that tackle social, environmental, and economic challenges. Educators choose respective modules and easily track students' progress.

BUSINESS MODEL

- Project summary

1 EXECUTIVE OVERVIEW

- Overview of our Social Busine...

2 PROBLEM IDENTIFICATION

- Our beneficiaries
- The social problem we address
- How many beneficiaries are af...
- What are the root causes of th...
- Where to learn more about the...

3 TEAM DESCRIPTION

- Roles and backgrounds of our ...
- Open positions in our team
- External Partner Organisation

4 THEORY OF CHANGE

- Our proposed solution
- Our hybrid complementarity st...

5 EARNED INCOME STRATEGY

- Our income generation strategy
- Multiple revenue sources and ...

6 VALUE PROPOSITION

- Benchmarking our value propo...
- Unique benefits that we offer t...
- Our unique selling proposition ...

7 COMPETITOR / PEER ANALYSIS

- How we will build partnerships...
- Our peers in the social and pu...
- Our competitors in the free ma...

8 FINANCIAL OVERVIEW

- Confidence interval and bad c...
- Overview of our current and e...
- Unit cost analysis

9 ORGANIZATIONAL FORM

- The legal form our organization
- Our ownership and profit distri...
- Governance mechanisms used...

10 FUNDRAISING PITCH

- Expected break-even point
- Return offered to impact inves...
- Upload Link to your Fundraisin...
- Expected start-up or growth c...
- The impact investment business model

11 SOCIAL IMPACT MEASUREMENT

- Benchmarking our progress a...
- Our input indicators
- Our output indicators
- Our outcome in **Our output indicators**
- Our indirect impacts
- Monetization of our impact an...

12 COMMUNICATION AND MARK...

- Our communication and marke...
- Our social media channels and...

13 GROWTH AND REPLICATION

- Our growth plan
- How we would support replica...

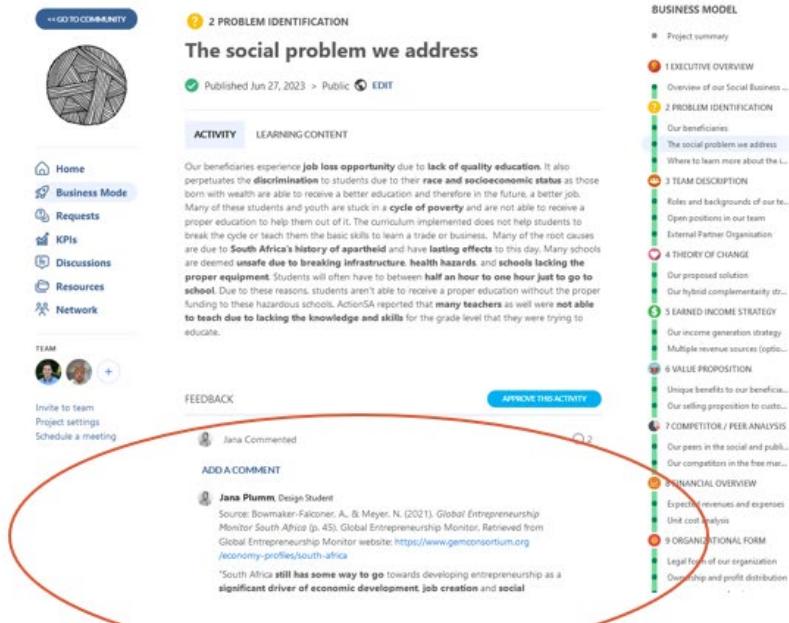
14 EXIT STRATEGY

- For beneficiaries
- For investors
- For team members

Einführung SEIZMIC App: Peer Feedback Funktion

seizmic business model

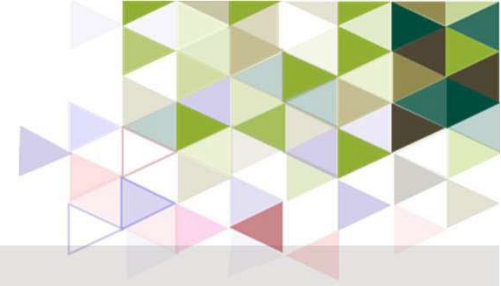
Comments from fellow students, educators, and other community members – inspire discussion and peer-feedback.



The screenshot displays the SEIZMIC app interface. On the left is a navigation menu with options: Home, Business Mode (selected), Requests, KPIs, Discussions, Resources, and Network. Below this is a 'TEAM' section with a profile picture and a '+', and links for 'Invite to team', 'Project settings', and 'Schedule a meeting'.

The main content area is titled '2 PROBLEM IDENTIFICATION' and 'The social problem we address'. It shows a post published on Jun 27, 2023, with an 'EDIT' button. Below the title are tabs for 'ACTIVITY' and 'LEARNING CONTENT'. The 'ACTIVITY' tab is active, showing a paragraph of text about job loss opportunity and discrimination in South Africa. A red circle highlights the 'FEEDBACK' section at the bottom of the activity, which includes a comment from 'Jana Plumm, Design Student' and a source citation. A red arrow points from the 'FEEDBACK' section back to the 'seizmic' text in the title above.

On the right side of the screen is a 'BUSINESS MODEL' sidebar with a list of sections: Project summary, 1 EXECUTIVE OVERVIEW, 2 PROBLEM IDENTIFICATION (highlighted), 3 TEAM DESCRIPTION, 4 THEORY OF CHANGE, 5 EARNED INCOME STRATEGY, 6 VALUE PROPOSITION, 7 COMPETITOR / PEER ANALYSIS, 8 FINANCIAL OVERVIEW, and 9 ORGANIZATIONAL FORM.



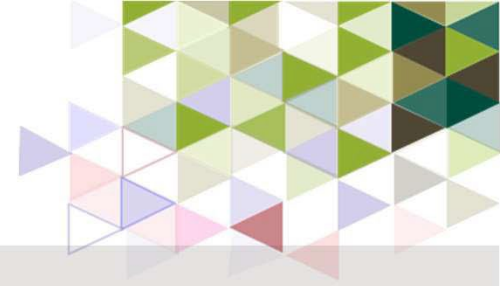
Einführung SEIZMIC App: Award

seizmic Awards

A social business model competition for university students to showcase the relevance and impact of social business in shaping a sustainable future.

- Recognition and visibility for effort towards positive change
- Easy application process via seizmic APP
- Global community – entrants from 15+ countries
- Expert evaluation and hands-on feedback
- Prize money to further develop the project





Einführung SEIZMIC App: Vorgehen

Nutzt folgende Links um euch mit eurer HNEE E-Mail (und nicht mit dem "Quick access", z.B., Google) zu registrieren.

- Signup: <https://app.seizmic.eu/signup?to=38>
- Login: <https://app.seizmic.eu/login>
- Wichtig: nutzt die HNEE E-Mail (und nicht mit dem "Quick access", z.B., Google) registrieren.
- Schaut euch gerne schon um
- Heute startet ihr damit, eure Projekte dort anzulegen
- Ihr könnt bei den Einstellungen entscheiden inwieweit das Projekt sichtbar ist für andere in der Community.



Outlook

Workshops (apply & create)

1. 26/05: Social Impact Measurement (Julia Kaesemann/ ex Phineo – Präsenz)
2. 27/05: Business model (Génica Schäfgen / Ecosia – online ab 9h!)
3. 20/06: Marketing (Marc Tort Bielefeld / Spatz in der Hand – Präsenz)
4. 30/06: Legal Form / Organisation (Nancy Frehse/ Oktopulli – Präsenz)
5. 01/07: Finance (Lars Jäger/ GLS Bank – Präsenz)