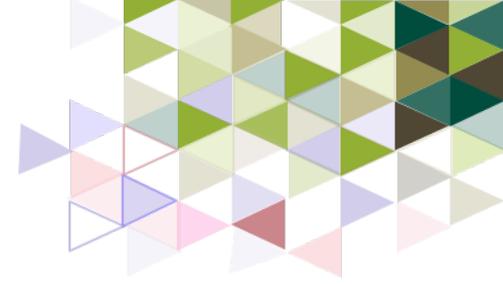


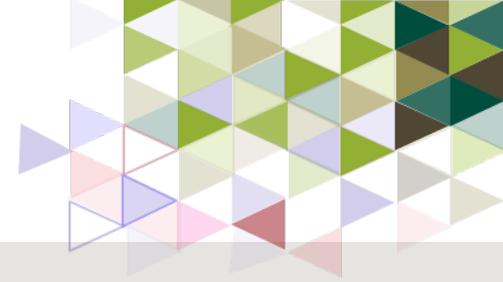


**Eberswalde University  
for Sustainable  
Development**



# **SIP 4 NACHHALTIGER BUSINESSPLAN / SUSTAINABLE BUSINESS PLAN**

**Dr. Mona Mirtsch, Dr. Daniel J. Kruse, Prof. Dr. Britta M. Gossel**

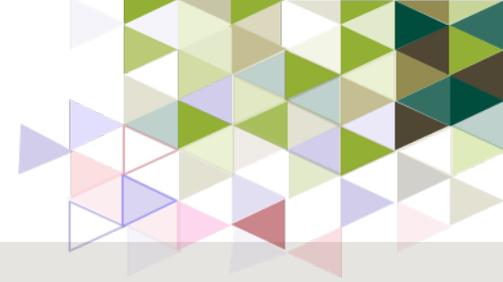


## SESIN 10-Euro Challenge for Social Impact

### Rules:

- Each SIP team receives € 10.
- Each team has time until 14:30 to increase this money.
- At 14:30 each team has 3min time.
- Each SIP team works individually.
- Prohibited: Simply "only" ask for donations. Please offer a service/ product.
- Of course: Law & Justice apply

One thing to decide NOW: Donation for whom? (i.e. medicins sans frontiers?)



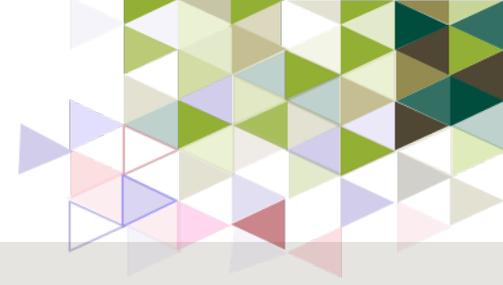
## Day 1

10:00 - 14:30

10€ Challenge for Social Impact

14:30 – 16:00

WrapUp & Reflexion



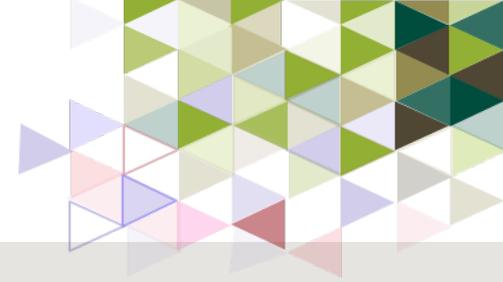
## Results

Every team has 3 minutes: Please tell us, what did you do?

Results:

- Team „IrgendwasmitKuchen“ 50,98 €
- Team „Nimm2Gib1“ 23,76 €
- Team „Beer‘N‘Cheer“ 66,75 €

→ 141,49€ Total



## Results



Hallo Mona ,

herzlichen Dank für deine Spende für ein Projekt der Organisation Brot und Hoffnung e.V.!

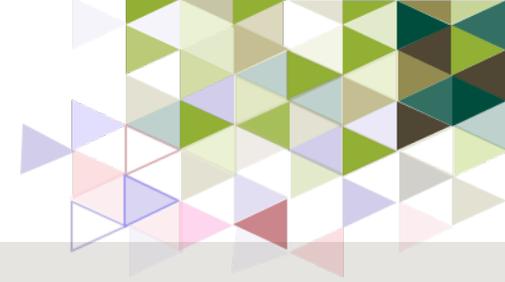
### **Alle Infos zu deiner Spende:**

Projektname: „**Hoffnung spenden**“

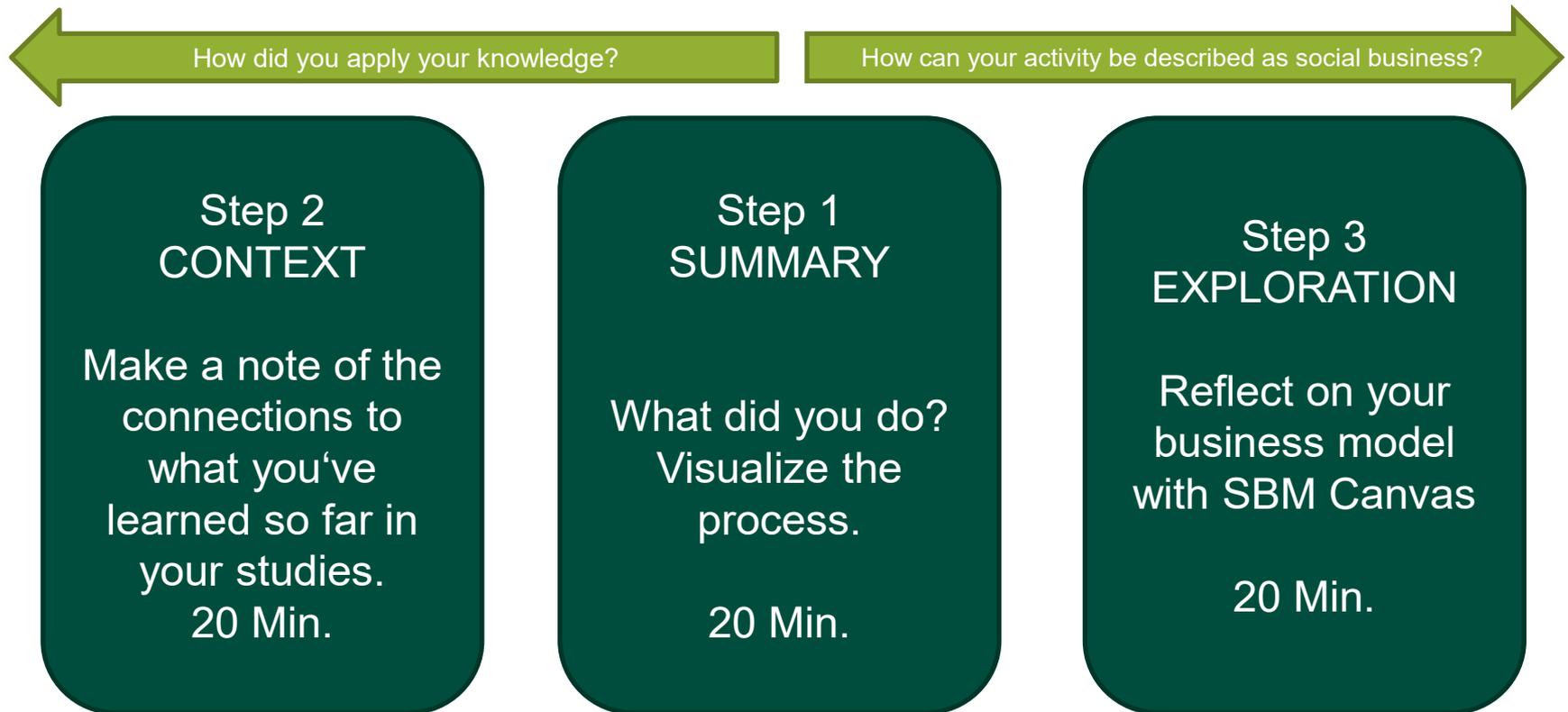
Spendenempfänger: betterplace.org gGmbH. **Mehr dazu...**

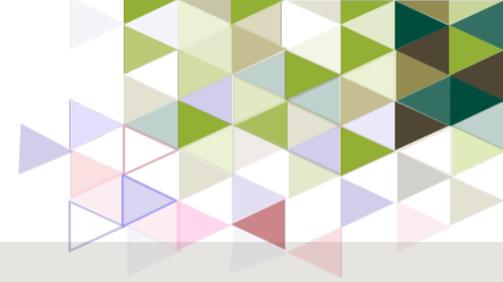
Spendenbetrag: **141,49 €**

Betrag an betterplace.org: **20,00 €** (Danke ♡)



## 10 Euro Challenge - Evaluation

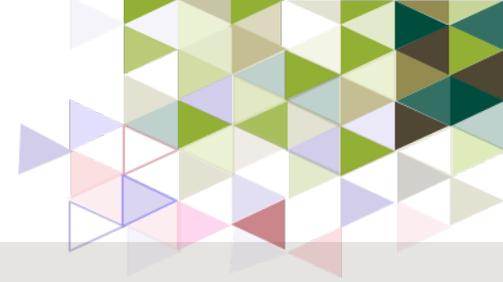




## Team Evaluation

### Impulse questions

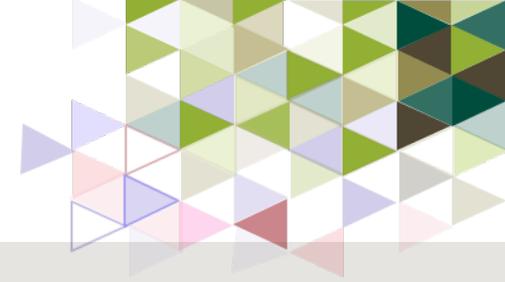
- **Think about the €10:** Did you use the €10? Would you really have needed that €10 to succeed?
- **Think about the resources:** What resources did you have “by hand”? What resources did you really *really* have at your disposal? How important were the 10 €?
- **Think about the idea:** How did you implement the idea with these resources? Which resources did you combine? And then what was the result of this combination?
- **Think about the plan and implementation:** Did you change anything in the course of the challenge or did you implement your plan 1:1?



## Wrap Up



Link zum [Video](#)



## Wrap Up

### Whad did you learn today (maybe)?

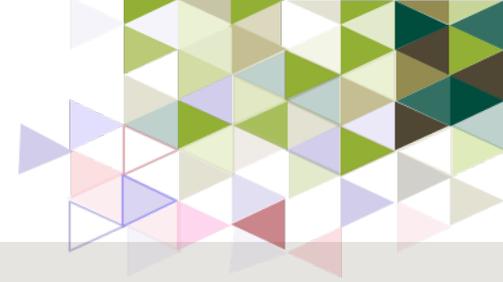
- You have learned something about social entrepreneurship by getting into action.
- With limited resources, ideas can be developed to generate revenue & profit for social impact.
- You have experienced that in the implementation (and not in the planning) new ideas can be added, the idea (and the business model) can be improved.
- You have worked (for the first time) with the Social Business Model Canvas to understand in which dimensions you have to think.

e.g. Implementation Competency  
Entrepreneurial knowledge / skills /  
attitude (?)

Business Model Development  
e.g. Entrepreneurial skills / attitude

Design Thinking  
Prototyping  
Lean Startup  
e.g. Entrepreneurial skills

Business Planning  
e.g. Entrepreneurial knowledge



# Thank you!

