Eberswalde University for Sustainable Development

SIP 4
SOCIAL INNOVATION PROJECT 4: NACHHALTIGER BUSINESS PLAN

Dr. Mona D. Mirtsch

Dr. Daniel J. Kruse

Prof. Dr. Britta M. Gossel
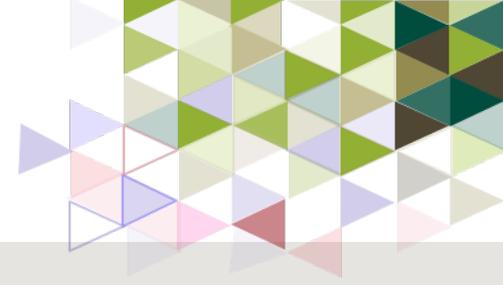
Index

1. Key data of SIP 4
2. Aims & Scope
3. Examination Performance
4. Content
5. Didactical approach
6. Schedule
7. Tasks
8. Learning setting: media and venues
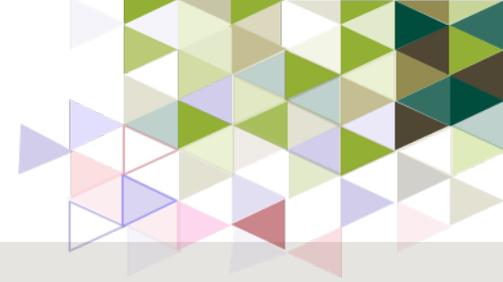
Key data of SIP 4

|	SIP 4
Semester	2
ECTS-Credits	6 ECTS / 4 SWS
Binding nature	mandatory participation
Language	German/ English
Time required	180h (60h presence/ 120h self-directed learning and assignment preparation)
Examination performance	75 % learning portfolio 25 % presentation
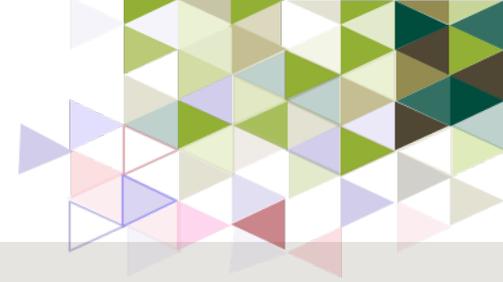
2. Aims & Scope

2.1 Overall goal

- Students develop based on their SIP 3 prototypes / MVPs a social business plan of their social business idea.

- Students are guided through all steps of business planning in their own social innovation projects (idea, team, market analysis, financial planning, financing).

- Students pitch their business plan and develop a written version of their social business plan.

3. Sem.
| SIP 5 Implementing and financing | SIP 6 Evaluating and scaling |

2. Sem.
| SIP 3 Prototyping | SIP 4 Sustainable business planning |

1. Sem.
| SIP 1 Methods of collective creativity | SIP 2 Scientific work technique |
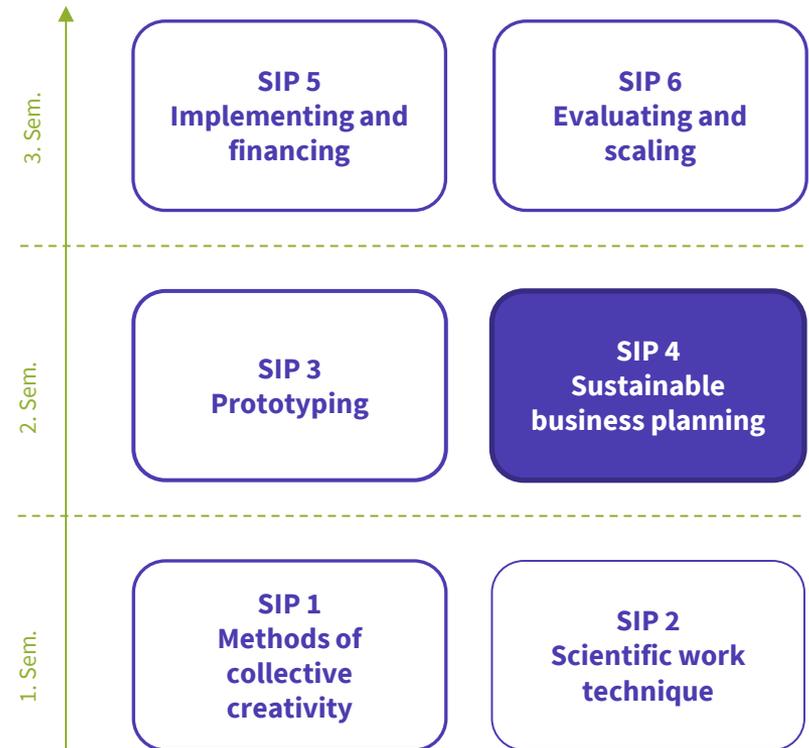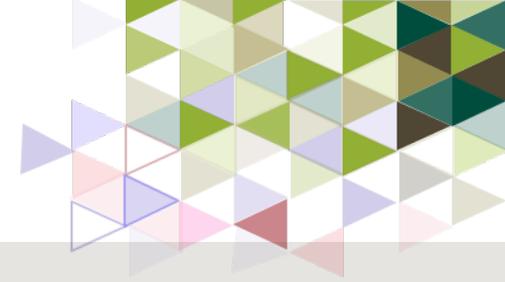
2. Aims & Scope

2.2 Learning goals

- LE1: Understand different parts of a business plan

- LE2: Remember, understand and discuss different legal forms and their advantages and disadvantages for social businesses

- LE3: Aggregation of the social business plan to a convincing pitch

- LE4: Application, explication and comparison of principles and methods of classic / agile project management

	3. Sem.	SIP 5 Implementing and financing	SIP 6 Evaluating and scaling
2. Sem.		SIP 3 Prototyping	SIP 4 Sustainable business planning
1. Sem.		SIP 1 Methods of collective creativity	SIP 2 Scientific work technique
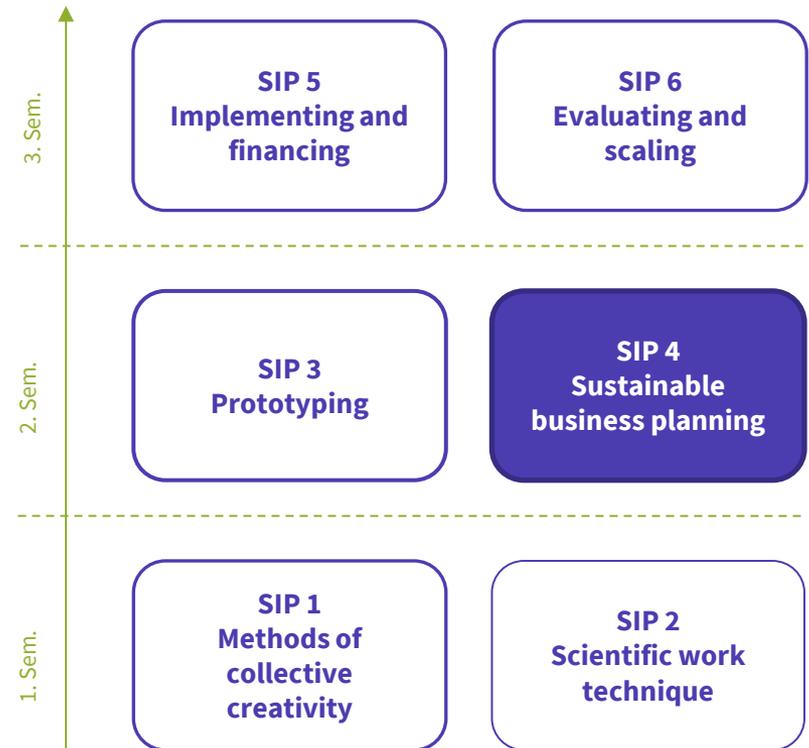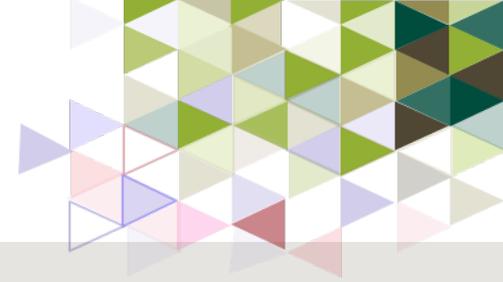
3. Examination performance

Beleg (75%) & Referat (25%)

- T1: Lernportfolio (Beleg) (75% of module grade)   Team

  - Project Management Documentation   (25%)
  - Social Business Plan   (40%)
  - Feedback Documentation   (10%)
  - August 1, 2025 (moodle)

- T2: Business Plan presentation (Referat/Pitch) (25% of module grade)   Team

  - Presentation incl. Handout
  - July 14th, 2025 (in class)

Social business plan write and present:

The students…

- understand functions and structure of a business plan
- develop with help of value mapping tools in teams their individual and organisational values as basis for future decisions
- get to know different legal forms and work on their financial planning of their social business
- understand with lectures and examples professional business plans and their development

Project management:

The students…

- receive with lecture/ workshop an introduction in classic/ agile project management (Scrum etc.);
- familiarize themselves individually with project management software/ tools
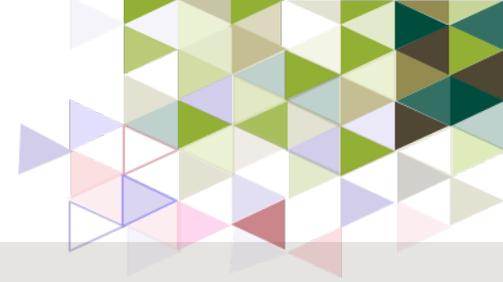
# 4. Content

Social business plan write and present:

The students…

- Discuss playfully (e.g. Impact Challenge, PYGI…) relevant questions and elements of a venture creation
- Apply sustainable business model canvas, for developing a first overview of their social business model
- Develop based on their business plan a pitch for potential supporters, to solicit for support
- Receive feedback, that is fixed in a documentation and will be enriched later by written feedback of other SIP teams in relation to the final business plan
- Revise their business plan based on given feedback
- Reflect their activities and learning experiences individually and collectively

… to get closer to the real implementation of their social business on the basis of a sound business concept.

5. Didactical approach

```
                    ↑
        ┌─────────────────────┐
        │  learning through   │
        └─────────────────────┘

        ┌─────────────────────┐
        │    learning for     │
        └─────────────────────┘

        ┌─────────────────────┐
        │   learning about    │
        └─────────────────────┘
                    ↑
```

entrepreneurial teams

developing a social business plan

know-how and techniques on how to teamwork *for* business planning

theoretical background on social business planning

learning reflection (SIP 3)

project management

17.3.
activate

20.3.
project management

11.4. **19.5.**
Game

Social Business Plan Case

understand

Workshops

26.5. **27.5.**

20.6. **27.6.** **30.6.**

Q&A

7.7.

Pitch

14.7.

apply & create

SIP Project Social Business Plan

self directed learning | moodle

| März | April | Mai | Juni | Juli |

6. Schedule

- **Activate**: Activation of the entrepreneurial mindset

  - 10 € Challenge for Social Impact
  - Social Business Model Canvas

17.3.

activate
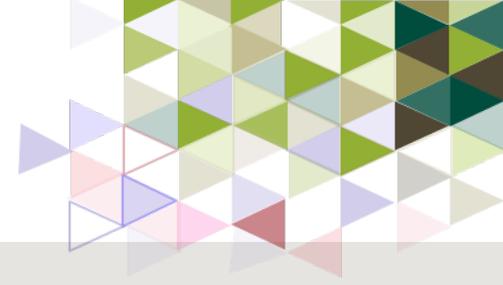
6. Schedule

- **Understand**: Activation of the entrepreneurial mindset

  - Basic understanding of SIP 4 Module logic
  - Introduction to course plan & resources (moodle)
 - Introduction to project management

20.3.

project
management
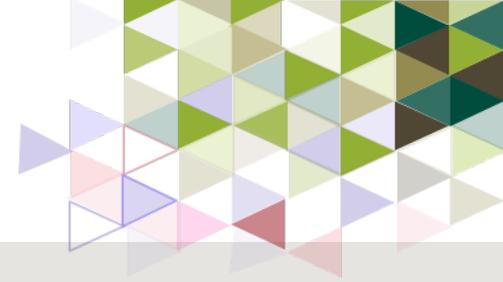
6. Schedule

- **Understand**: Learn how to develop a social business plan

  - Introduction Self directed learning and into SEIZMIC app (11.4.)
  - Game: *Pitch Your Green Idea* in class on 19.5.
  - SEIZMIC app
    - Get acquainted with the SEIZMIC app
   - Post your project and start filling in

Game

11.4.   19.5.

Social Business Plan Case

understand
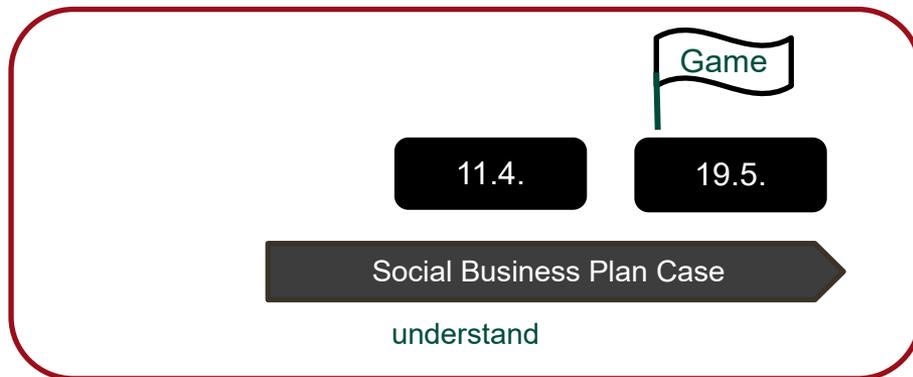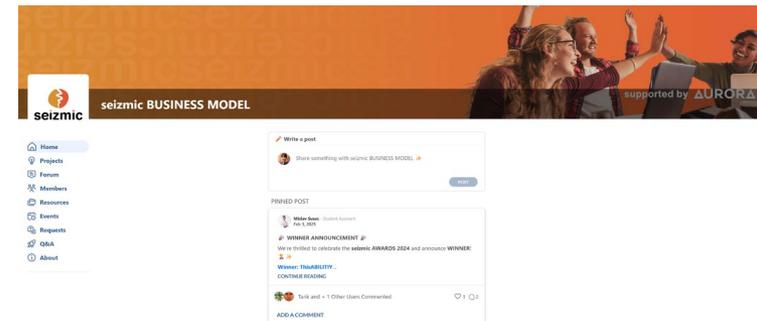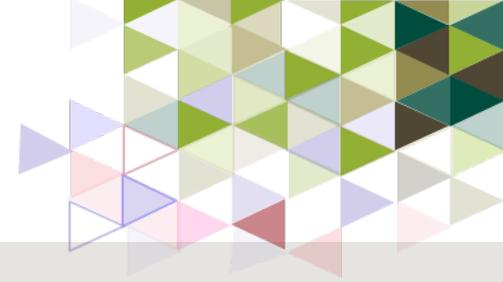
self directed learning | moodle

- **Apply & create**: Develop your own SIP social business plan

  - SIP Social business plan:
    - Develop your SIP social business plan
    - Learn *through* social business planning with help of moodle / SEIZMIC app
    - Workshops on specific aspects / chapters
    - Pitch your SIP social business plan on 14.7.
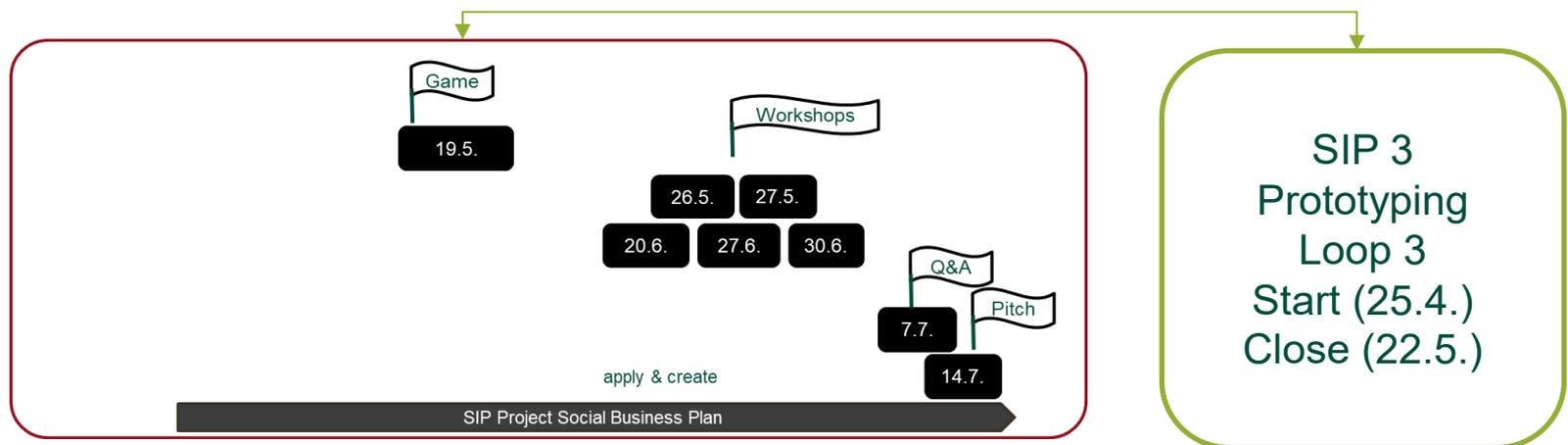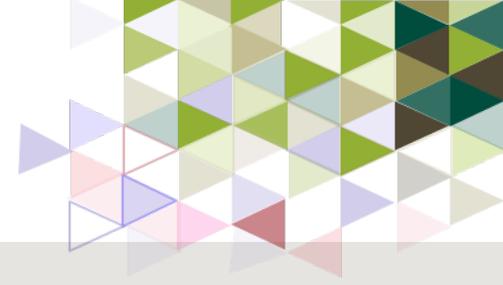
6. Schedule

- Workshop 1 (26.5.)   Impact
- Workshop 2 (27.5.)   Business planning
- Workshop 3 (20.6.)   Marketing
- Workshop 4 (27.6.)   Financial planning
- Workshop 5 (30.6.)   Legal/organsation

→ Please note: Not all external guest speakers and hence topics are confirmed yet.

Aims & Scope:

- Deep work with external support on specific chapters of social business plan
- Learning in dialogue with experts
- Having a sketch of the respective chapter „done" at the end of each workshop
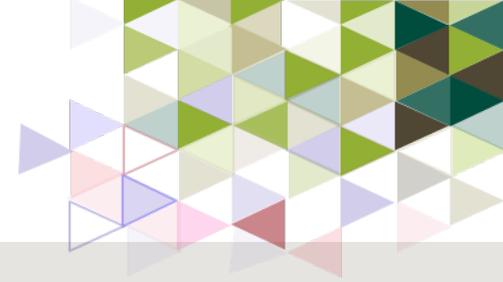
7. Tasks

Task 1 (Beleg)

- 1a   Documentation of project management   (25%)   01.08. (moodle)
  - First Project Plan (13.5.) + Feedback
  - 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)
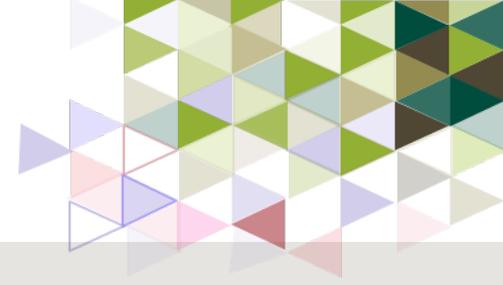
8. Learning Setting

- Seminars

  - present/online in 10 sessions + pitch

- Moodle

  - All course materials (slides, literature list etc.)
  - Specific task descriptions (T1-T2) + upload to submit
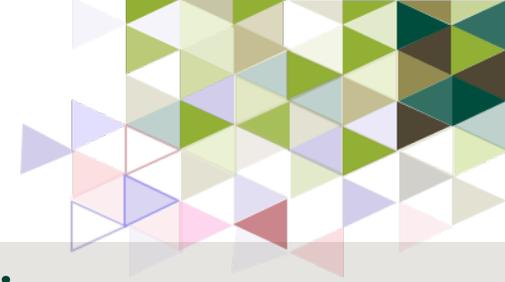
Learning about/ for/ through Social Business Planning

Teamwork: Project Management

How to write a social business plan?

Social Business Model Canvas

Elements of a Social Business Plan

Part 1
Introduction
Vision
Executive Summary
Team introduction

Part 2
Social Business Model
Social/Sustainable challenges
Business idea & business model
Solution
Impact

Part 3:
Organization & Finances
Organisation
Market
Marketing
Financial Planning
Financing
Plans & Analysis

Moodle (continously expanded): Lectures (2-10 min) as video/ slides; Guiding Questions; Links & additional material; collaborative Knowledge Database … of course task descriptions
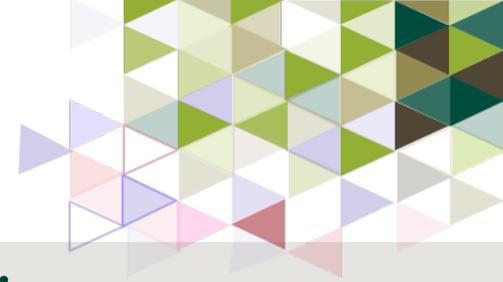
Learning about/ for/ through Social Business Planning

- **Activate**

  - Basic activation of entrepreneurial mindset

- **Understand (learning about & for) → until 19.5. (Online-Meeting 11.4.)**
  - „Navigation" through Moodle: Knowing the resources, understanding content

- **Create & Apply (learning through) → until 14.7. (pitch) / 1.8. (task)**

  - Social Business Plan development for SIP ideas
  - Transfer of knowledge from „Understand" to own SIP projects

Learning about/ for/ through Social Business Planning

SIP 3
Prototyping

31.3. – 25.4.
Loop 1
Loop 2

25.4. –22.5.
Loop 3

19.5.
Nexus SIP
3 & 4

SIP 4
Business Plan

20.3. – 19.5.
Understand

(with Online-
Update 11.4.)

from 26.5.
Create & Apply
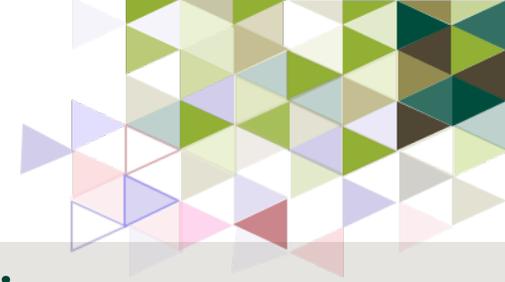
prototyp
„finetuning"
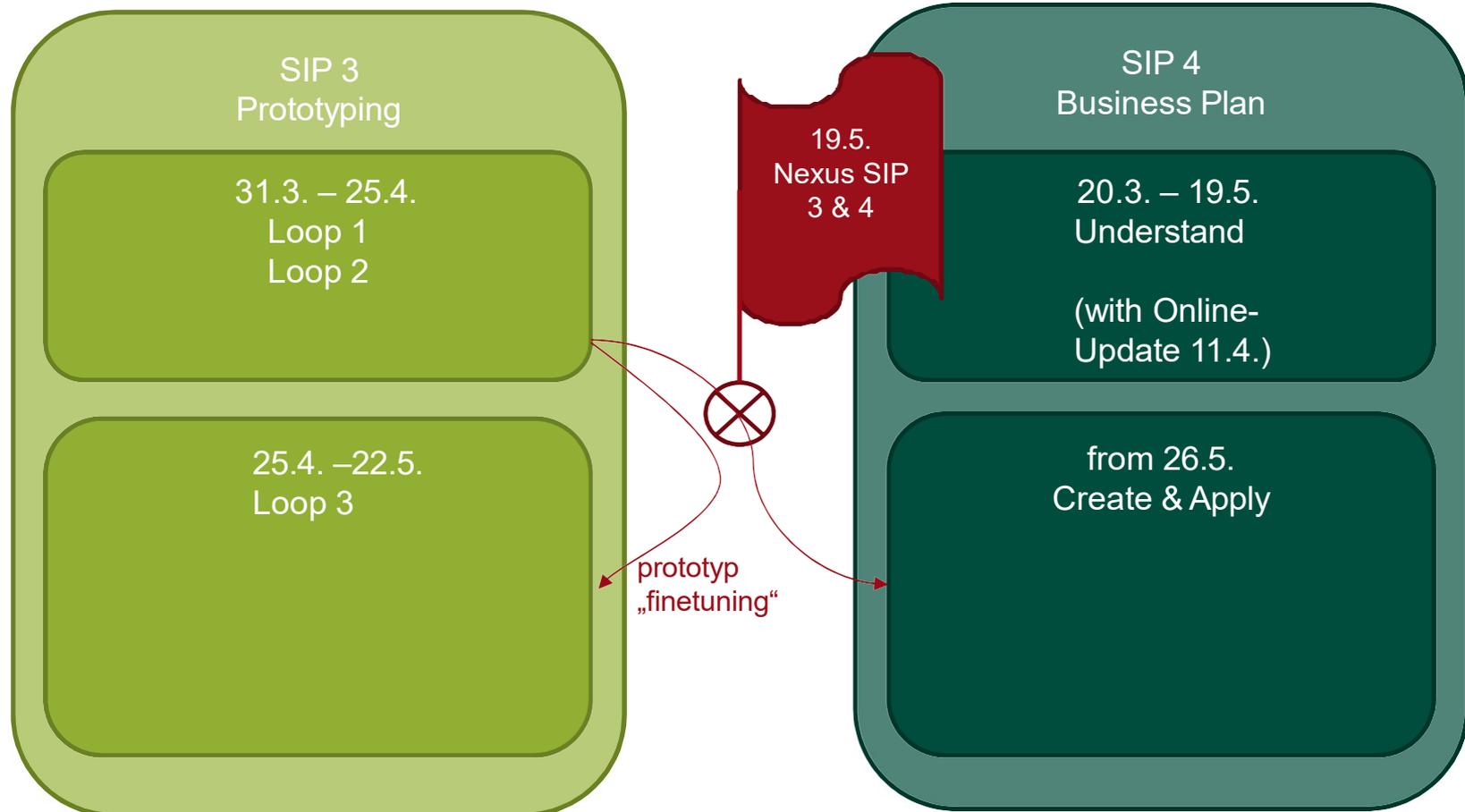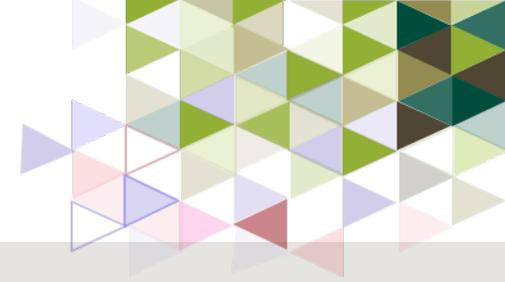
Transfer to Praxis: Details on tasks

Task 1a – Documentation Project Management

- Overall objective: Successful project management of the project "Creating a sustainable social business plan for SIP project".

- Input into project management: 20.3.

- Elements

  - First Project plan   tb created until 13.5. + Feedback (not graded)
  - Final report   (tb prepared at the end of project) 1.8.

- Share of overall grade: 25%

Task 1a – Documentation Project Management (bis 13.5. – nicht bewertet)

Task 1a: Dokumentation des Projektmanagements

Beschreibung:

Im Modul Social Innovation Project 4 entwickeln die Studierenden in ihren SIP-Teams einen sozialunternehmerischen Business Plan. Um diese Aufgabe bewältigen zu können, ist es notwendig, mithilfe von Methoden des Projektmanagements im SIP-Team zu arbeiten. In Task 1a dokumentieren die SIP-Teams umfassend diese Prozesse des Projektmanagements.

Die Dokumentation des Projektmanagements umfasst folgende Aspekte:

- **Projektplan.** Die Studierenden entwerfen und beschreiben einen Projektplan über die Laufzeit bis zur Einreichung der Leistung am Ende des Semesters über SIP4. Dieser Projektplan beinhaltet die Dimensionen: Definition von Aufgaben und Verteilung im Team; Definition von Ressourcen (räumlich, zeitlich, sächlich) und deren Einsatzplanung; Zeitplanung sowie das *Vorgehensmodell* („Process model"). Der Projektplan soll zu Beginn des Semesters entwickelt werden. Dieser erste Entwurf ist in moodle zu einem gegebenen Zeitpunkt (Frist in moodle) hochzuladen.
  Der Projektplan muss kontinuierlich an die sich ändernden Projektrealitäten angepasst werden. Den Fortschritt ihrer Projekte halten die Studierenden in *Protokollen der Projektmeetings* ab Beginn des Semesters fest; eine feste Anzahl an Projektmeetings wird nicht vorgegeben, es wird jedoch erwartet, dass die Teams spätestens alle 14 Tage Projektmeetings abhalten. Zusätzlich zu den Protokollen wird kontinuierlich ein *Issue Log* geführt, das eine Liste laufender und gelöster Probleme des Projektablaufs dokumentiert.
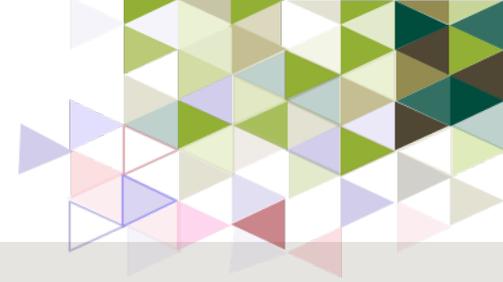
Task 1a – Documentation Project Management (bis 1.8. / 25% Gesamtnote)

- **Abschlussbericht.** Nach dem Verfassen und Pitch des Social Business Plans wird ein Abschlussbericht zur Dokumentation des Projektmanagements verfasst. Dieser Bericht umfasst retrospektiv eine Reflexion folgender Aspekte: [1] Stärken/Schwächen (a) des Vorgehensmodells, (b) des Projektplans, (c) der Berichte (Protokolle, Issue Log); [2] Anpassungen des Projektmanagements im Projektverlauf mit Begründung; [3] Einordnung des Teamlernprozesses entlang der Lehrmaterialien; [4] Abschlussreflexion: Was hat das Team gelernt? Wie hat das Team dies gelernt? Welche Konsequenzen werden daraus für die zukünftige Teamarbeit abgeleitet?

Inhalte zu den SIP-Ideen „an sich" sind nicht Bestandteil der Dokumentation des Projektmanagements.

Task 1b – Social Business Plan

▪ Layout, wording & style

- The Social Business Plan does not follow the logic of a scientific seminar paper, but should be a document that can convince an investor, a bank or the jury of a business plan competition, for example.
- The formulation and style of language should be oriented towards this objective.
- A convincing, creative layout may be chosen. At the same time, of course, the work must be correct in terms of copyright, i.e. sources used must be cited (e.g. in footnotes).

▪ Share of overall grade: 40%
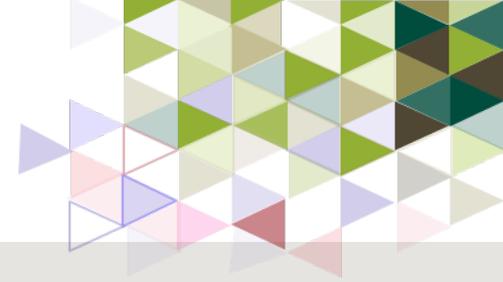
Transfer to Praxis: Details on tasks

Task 1b – Social Business Plan

- Overall goal: To have created a finished social business plan that could be submitted to a competition, for example.

- Content

  - **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
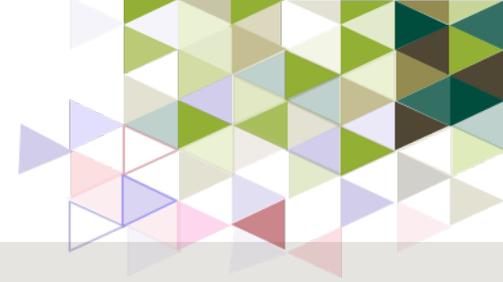
Transfer to Praxis: Details on tasks

Task 1c – Feedback Implementation

- Overall objective: To systematically record, critically examine and implement feedback from different perspectives.

- Documentation of (at least) four feedbacks, one each from the following perspectives:

    - Lecturers
    - Workshops
    - other SIP team
    - Pitch

- Contents: Key data, summary, discussion, implementation

- Share of overall grade: 10%

Task 1c – Feedback Implementation

Im Modul Social Innovation Project 4 entwickeln die Studierenden in ihren SIP-Teams einen sozialunternehmerischen Business Plan. Dabei erhalten die Studierenden an aus verschiedenen Perspektiven Feedback:

- Feedback durch Dozierende im Rahmen der Lehrveranstaltung
- Feedbacks im Rahmen von Workshops durch externe Dozierende/ Praktiker
- Feedback durch ein weiteres SIP-Team
- Feedback im Rahmen der Businessplan-Präsentation (Pitch)
- Ggf. eigeninitiativ eingeholtes Feedback (z.B. durch Gründerservice, Start-Up Beratungen, …)

In Task 1c dokumentieren die SIP-Teams, wie sie Feedback zu ihren eigenen Social Business Plans gesammelt, aufgenommen und umgesetzt haben. Diese Dokumentation beinhaltet die folgenden Aspekte für jedes einzelne Feedback:

- **Eckdaten:** Angaben zum Feedbackgeber, Ort & Zeit ggf. Modus (persönliches Gespräch, ZOOM, …), Dauer des Gesprächs, ggf. eingesetzte Methoden
- **Summary:** Kurzzusammenfassung des gegebenen Feedbacks/ der zentralen Inhalte.
- **Diskussion:** Darstellung des teaminternen Umgangs mit dem Feedback. Kernfrage: Was hat das Team mit dem Feedback gemacht? Wie wurde über das Feedback diskutiert / entschieden?
- **Implementierung:** Darstellung, wie das Feedback konkret im Rahmen des Social Business Plans umgesetzt wurde.

Insgesamt sollen mindestens vier Feedbacks dokumentiert werden, d.h. mindestens ein Feedback aus jeder oben beschriebenen Perspektive.
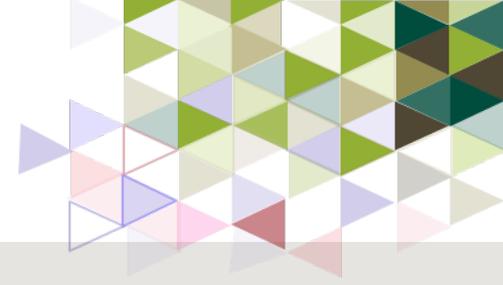
Transfer to Praxis: Details on tasks

Task 2 – Social Business Plan Pitch

- Overall objective: Oral presentation ("pitch") of the Social Business Plan in front of a jury of experts.

- Content

  - Vision & Mission; Introduction of the founders
  - Context: Social challenges
  - Business idea/ business model/ approaches to solutions
  - Social impact: impact orientation
  - Organisation (legal form, organisation, staff, location, network)
  - Market (market, customer/target group, competition)
  - Marketing (product/price/sales/communication)
  - Financial planning (initial situation, calculation basis, financing plan, liquidity plan, budgeted P&L/balance sheet, profitability) & capital financing (equity/borrowed capital, …)
  - Realisation plan & risk analysis (SWOT)

- Form: Pitch (+ One-Pager Handout)

- Share of overall grade: 25%

Eberswalde University for Sustainable Development

Project plan

Final report

Social Business Plan

Feedback   Feedback   Feedback   Feedback

14.7.

Pitch

13.5

1.8..

| März | April | Mai | Juni | Juli |
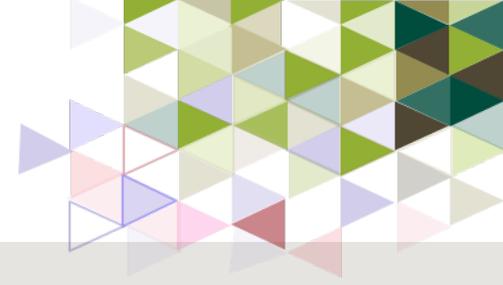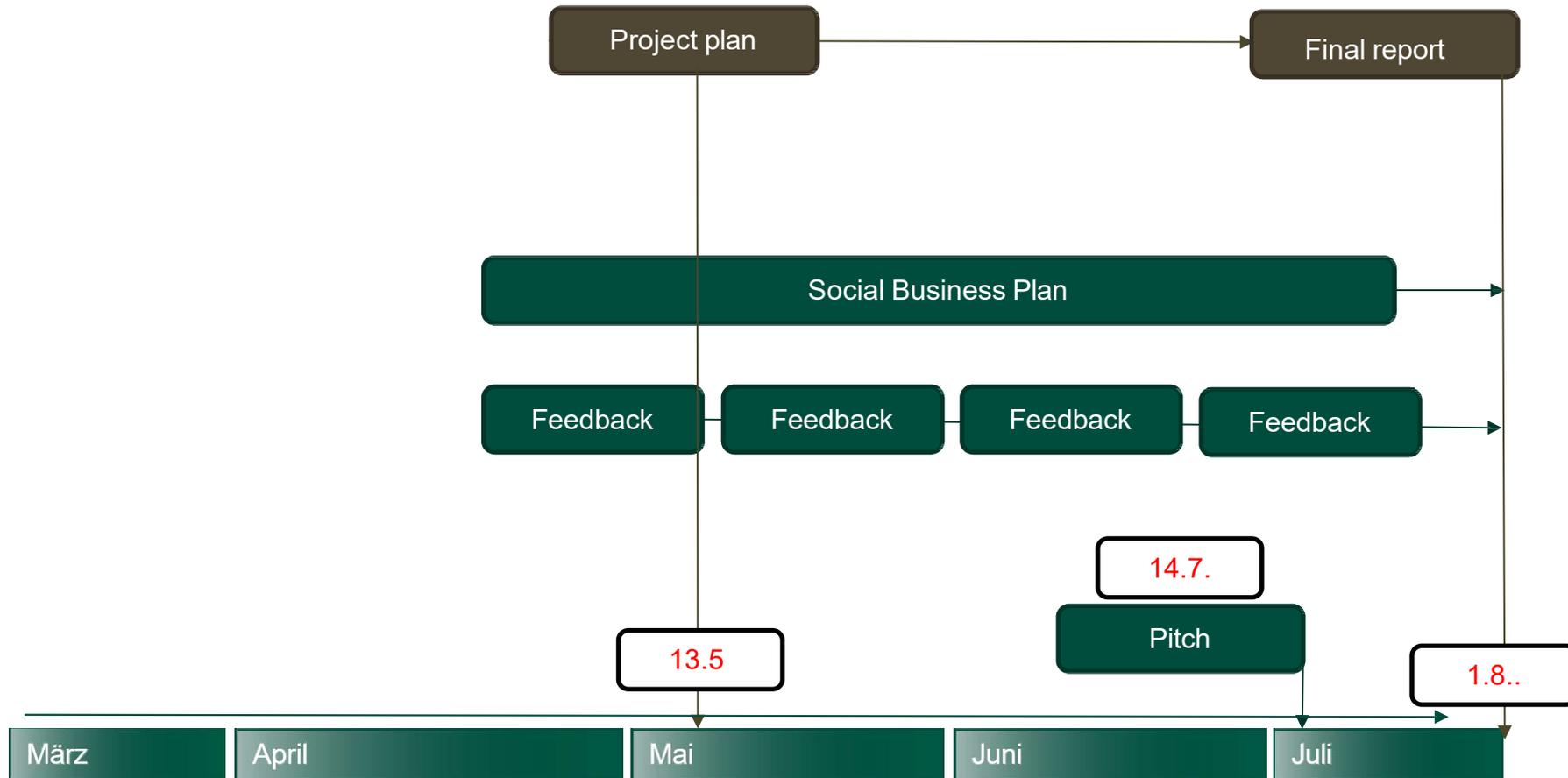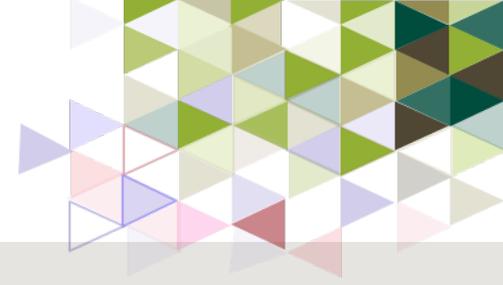
Inspiration: Think out of the box

Inspiration: Think out of the box

https://www.youtube.com/watch?v=aB8ifVJ34JU

Eberswalde University for Sustainable Development
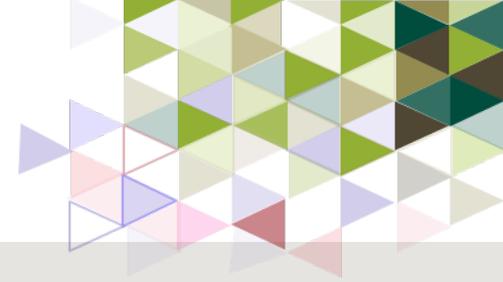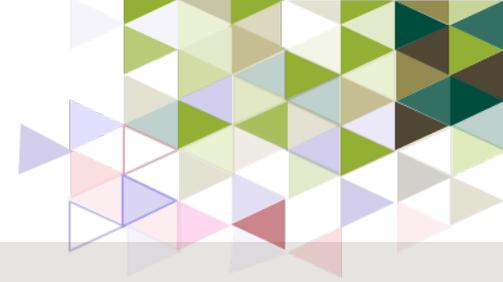
Stay on track:

Main result of SIP 4 shall be social business plan „ready to start".

Completion of T1 & T2 shall help you to reach this goal.
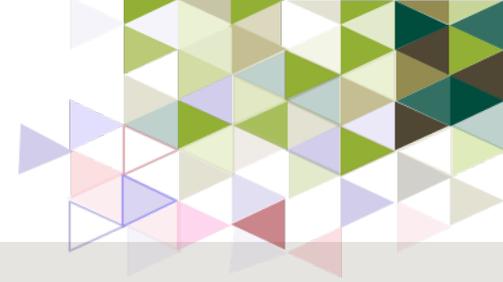
This is your SIP4 Team

Dr. Mona D. Mirtsch

Mona.Mirtsch@hnee.de

Dr. Daniel J. Kruse

Daniel.Kruse@hnee.de

Prof. Dr. Britta M. Gossel

Britta.Gossel@hnee.de