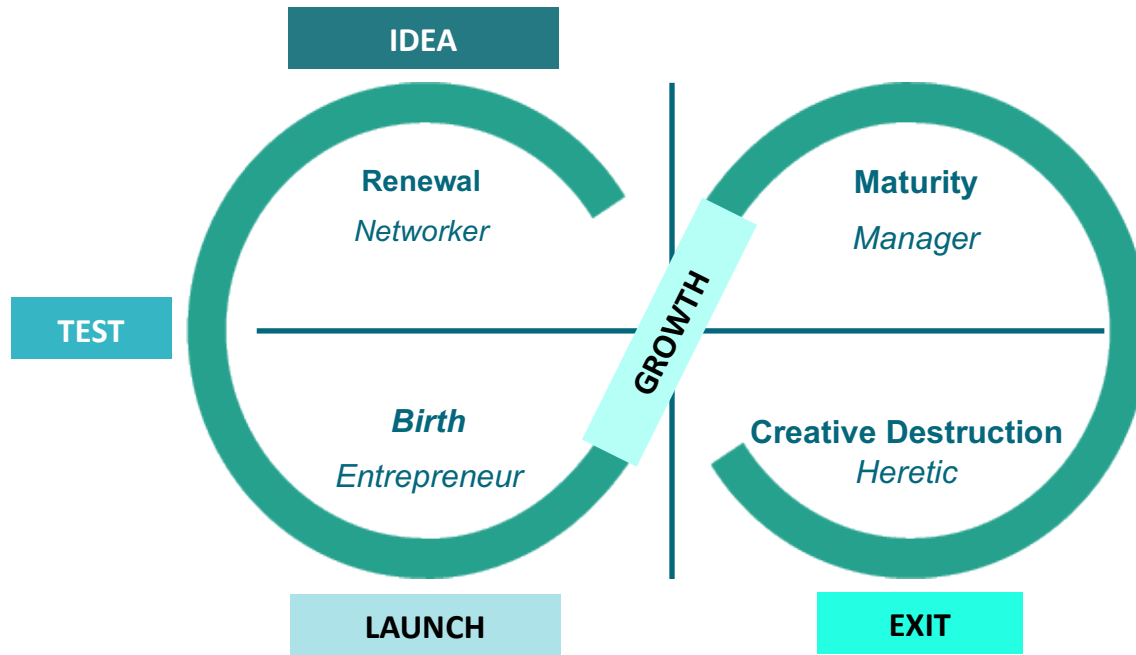


# Social Enterprise Tools



These key tools will help to answer questions and verify assumptions at different stages.

Stage	Key Questions	Tools
Idea	What is the purpose of your enterprise? What do you want it to achieve? What metrics will let you know it is successful?	Agency Self-Assessment Theory of Change Feasibility Study <ul style="list-style-type: none"> <li>Is there a market?</li> <li>Can you make money?</li> </ul>
Test	Who are your customers? What problem does your social enterprise solve for them? What does your social enterprise offer as a solution to their problem?	Market Validation <ul style="list-style-type: none"> <li>Customer Discovery</li> <li>Prototype testing with feedback</li> </ul>
Launch	What is your cost structure/expenses? What are your revenue streams? How will you reach your customers?	Financial Modelling <ul style="list-style-type: none"> <li>Start-Up Costs</li> <li>3 year projections and cash flow</li> <li>Breakeven analysis</li> </ul> Marketing Plan or Strategy Business Plan
Growth and Maturity	Why do customers keep coming to you? What do you offer that is different than your competitors? What impact is your enterprise having?	Competitor Analysis Customer Surveys and Feedback Employee Surveys and Feedback Impact Measurement Framework Storytelling