



Youth social business accelerator "How to create proper business model for social enterprise and prepare project for crowd- funding"

TRAINING PROGRAM

3.-7.07.2017

RĀMAVA MANOR

**Rāmavas street 9
Rāmava, Ķekavas
pag., Ķekavas nov.,
LATVIA**

Monday, 3rd of July

9:00 - 13:00

Arrivals, lunch

13:00 - 13:30

Introduction. Rules. Objectives of the accelerator.

13:30 - 15:30

What is social entrepreneurship. Social impact - what it is and why it is important. Problem mapping.

15:30 - 16:00

Coffee break

16:00 - 18:00

Storytelling - how to tell about yourself and your project

18:00 - 19:00

Dinner

19:00

Special guest, informal session

Tuesday, 4th of July

9:00 - 10:00

Breakfast

10:00 - 11:30

Social innovators. Innovation and social innovation. Social business models.

11:30 - 12:00

Coffee break

12:00 - 13:30

Canvas business model. Development of own project business canvas.

13:30 - 14:30

Lunch

14:30 - 16:00

Positioning of project. Communication with investors and customers. Channels of communication and strategy.

16:00 - 16:30

Coffee break

16:30 - 17:30

How to measure project impact. Indicators.

17:30 - 18:30

Dinner

18:30

Personal development session

Wednesday, 5th of July

9:00 - 10:00

Breakfast

10:00 - 11:30

Finances. Fundraising forms and sources.

11:30 - 12:00

Coffee break

12:00 - 13:00

Budget. Project budget.

13:00 - 14:00

Lunch

14:00 - 16:00

Inspirational stories about project communication and crowd-funding platforms.

16:00 - 16:30

Coffee break

16:30 - 18:00

Technical solutions for video presentation. Creation of project description and video presentation.

18:00 - 19:00

Dinner

19:00

Creation of project description and video presentation.

Thursday, 06.07.2017

9:00 - 10:00

Breakfast

10:00 - 11:30

Marketing. Facebook. Persona.

11:30 - 12:00

Coffee break

12:00 - 13:00

Introduction with Baltic crowd-funding platform for youth social business ideas www.impactyouth.eu

13:00 - 14:00

Lunch

14:00 - 16:00

Parallel session 1: Creation of project description and video presentation.

14:00 - 16:00

Parallel session 2: Personal development

16:00 - 16:30

Coffee break

16:30 - 18:00

Integration through youth work activities & social entrepreneurship

18:00 - 19:00

Dinner

19:00

Special guest, informal session

Friday, 07.07.2017

8:00 - 9:00

Breakfast

9:00 - 9:45

LLC or NGO? What to choose?

9:45 - 12:00

Publication in crowd-funding platform. Free presentations - pop up. Reflection.

12:00 - 13:00

Lunch

13:00 - 17:00

Visit social entrepreneurs

17:00

Dinner in the city and departures

