

# STEPS TO **STARTUP**

## DIGITAL LAUNCHPAD

Take your change-making idea to the next level



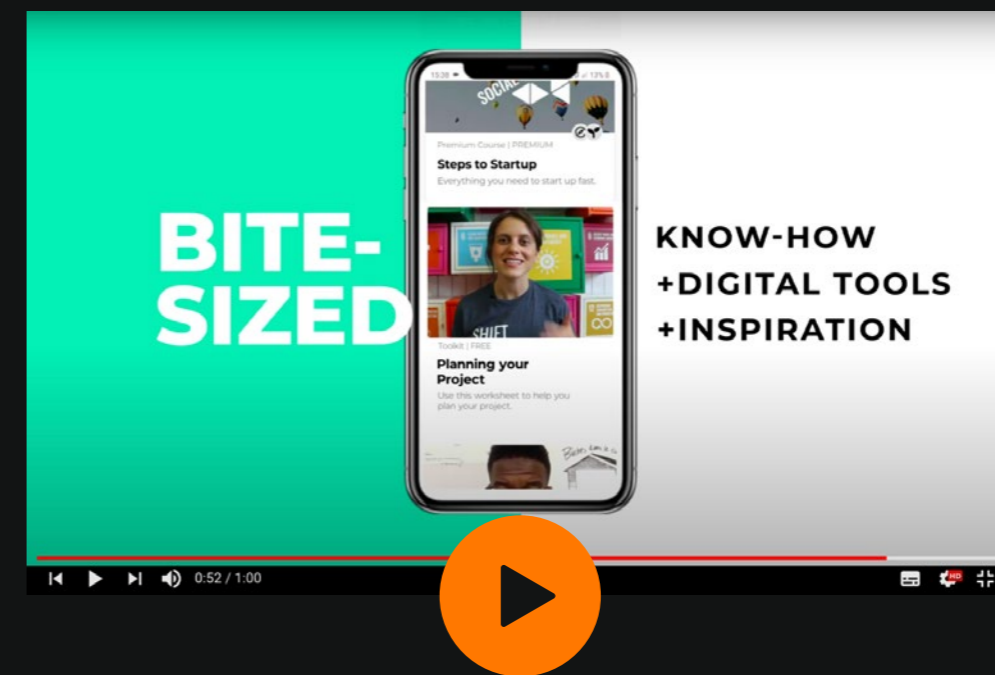
# OUR TIME FOR CHANGE

Got a burning idea to tackle a social or environmental issue but don't know how to get it off the ground?

Whether you want to solve local or global problems, the **Steps to Startup Digital Launchpad** will show you how to get your idea for change out and into the world.

Steps to Startup is a world-leading e-learning startup package developed with the Social Enterprise Institute. The full e-learning package has been designed to guide you through the startup process, with expert instruction at every step, to support you from idea to entrepreneur.

**Change starts here.**





# LEARNING TO CHANGE THE WORLD

Develop the knowledge, skills, and confidence you need to launch your world-changing idea. Fast.



## FIND BOLD SOLUTIONS

Develop the mindset and skills needed to solve social and environmental problems, and mobilize resources behind your cause.



## MOVE FASTER ON YOUR JOURNEY

Work through a startup method developed by international experts, enabling you to confidently design, test, and adjust your idea quickly.



## INCREASE YOUR ODDS OF SUCCESS

Get practical advice, tools, and tips that will enable you to crush the challenges you'll face along the way.

# STEPS TO STARTUP DIGITAL LAUNCHPAD

## Format

- ✓ Online video e-learning

## Includes

- ✓ 8 courses, 33 learning modules
- ✓ 8 hours of on-demand video instruction
- ✓ Downloadable templates and worksheets
- ✓ A practical challenge for you in each lesson
- ✓ Certificate on completion
- ✓ Lifetime access to the content

## Duration

- ✓ Self-paced (estimated 8 weeks)



- Supporting social entrepreneurs from **140 countries**
- Average learner rating of **4.9 out of 5**
- Helps **97% of learners** achieve their objectives

# STEPS TO STARTUP GUIDES YOU THROUGH 8 FOUNDATIONAL COURSES



## 1. DEFINING THE PROBLEM

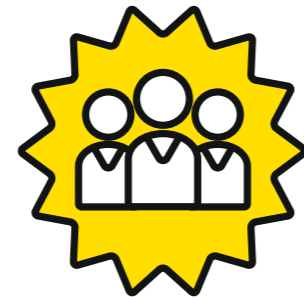
Develop a full understanding of the social or environmental challenge you're taking on, with clear evidence of the scale, seriousness and effects for your identified target group.

Module 1:  
**FINDING A PROBLEM TO TACKLE**

Module 2:  
**STARTING WITH EVIDENCE**

Module 3:  
**FILLING GAPS IN KNOWLEDGE**

Module 4:  
**UNDERSTANDING THE PROBLEM**



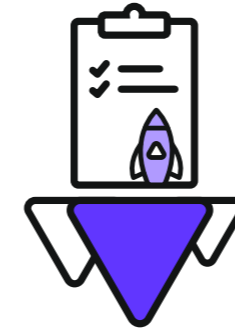
## 2. PLANNING YOUR SOCIAL IMPACT

Develop a fast and simple social impact plan that enables you to communicate the difference you will make in the world, and the results you will deliver and account for.

Module 1:  
**STARTING FROM YOUR MISSION**

Module 2:  
**DEFINING YOUR THEORY OF CHANGE**

Module 3:  
**BUILDING A RESULTS FRAMEWORK**



## 3. BUILDING SUPPORT FOR YOUR CAUSE

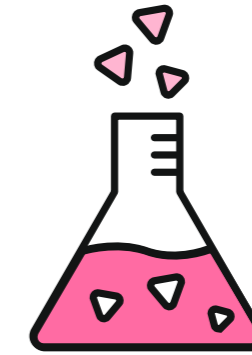
You don't have to be a hero or go it alone. Build a strong core team, develop your network, recruit influential allies, and inspire others to support your idea.

Module 1:  
**FINDING OTHERS TO WORK WITH**

Module 2:  
**FORMING YOUR CORE TEAM**

Module 3:  
**DEVELOPING YOUR NETWORK**

Module 4:  
**BUILDING SUPPORT FOR YOUR IDEA**



## 4. TESTING IDEAS ON A SMALL SCALE

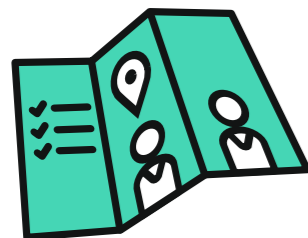
Select from the possible ideas and solutions before you, and get a framework that will enable you to design, test and validate your ideas quickly.

Module 1:  
**FINDING IDEAS THAT INSPIRE**

Module 2:  
**ASSESSING THE FEASIBILITY**

Module 3:  
**CREATING A MINIMUM VIABLE PRODUCT**

Module 4:  
**TESTING, ITERATING AND FAILING FAST**



## 5. FINDING YOUR CUSTOMERS

Find the ideal market for your social impact product or service, and figure out how you will reach and convince customers to choose you over the alternatives.

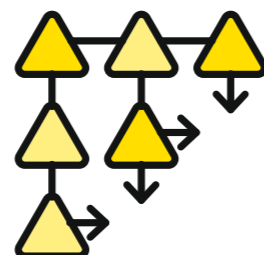
Module 1:  
**DEFINING CUSTOMERS AND VALUE**

Module 2:  
**IDENTIFYING AND SEGMENTING CUSTOMERS**

Module 3:  
**UNDERSTANDING YOUR CUSTOMERS**

Module 4:  
**SIZING UP THE COMPETITION**

Module 5:  
**DEVELOPING YOUR VALUE PROPOSITION**



## 6. DESIGNING YOUR BUSINESS MODEL

Identify all the essential building blocks of a successful social enterprise, how they fit together, and how you can make a financially sustainable impact in the world.

Module 1:  
**SOCIAL ENTERPRISE SOLUTIONS**

Module 2:  
**TYPICAL BUSINESS MODELS**

Module 3:  
**DESIGNING YOUR BUSINESS MODEL**

Module 4:  
**REPLICATING AN EXISTING BUSINESS MODEL**



## 7. SECURING THE FUNDING

Figure out how much money you will need to get going, the funding options available to you, and how to secure the right package of startup funding.

Module 1:  
**FINDING THE RIGHT FINANCIAL MODEL**

Module 2:  
**IDENTIFYING THE FUNDING YOU NEED**

Module 3:  
**SOURCING STARTUP FUNDING**

Module 4:  
**MAKING YOUR PITCH TO INVESTORS**



## 8. GETTING READY FOR TAKE-OFF

It's time to move to full launch. Find out how to keep it legal, stay on top of the money and red tape, execute an effective launch plan, and build an identifiable brand.

Module 1:  
**FINDING THE RIGHT STRUCTURE**

Module 2:  
**TAKING ON EMPLOYEES**

Module 3:  
**GETTING FINANCIAL SYSTEMS IN PLACE**

Module 4:  
**DEALING WITH THE RED TAPE**

Module 5:  
**LAUNCHING ONTO THE SCENE**



# WHO ARE WE?



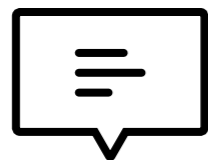
**Social Shifters** is a revolutionary learning and community platform for social and environmental changemakers.

Learn through bitesize video and digital guides, hear inspiring founder stories, and connect with a global community of changemakers - all Personalized to the learner in one free-to-access platform.

The **Social Enterprise Institute** is the world's digital school for social enterprise. Supported by a global network of instructors and coaches, all learning can be accessed on-demand, with full learner control over time, place, path and pace.



# FORMORE...



Chat:

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