



# ACTIVATING WOMEN'S ENTREPRENEURIAL MINDSETS AND SOCIAL CHANGE THROUGH CREATIVITY AND CULTURE IN THE COVID-19 ERA

---

Intellectual Output 1 - A4: ENTREPRENEURIAL AND DIGITAL COMPETENCE FRAMEWORK



P5 – Project Net



Co-funded by the  
Erasmus+ Programme  
of the European Union

This project has been funded with support from the European Commission. This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

ACT4WOMEN – Framework, Submission Number: 2020-1-UK01-KA227-ADU-094516

## MODULE 1: SOCIAL BUSINESS MODELLING

### 1. General description of the module

“Social Business Model” module provides information about social business modelling with the concept and principles of social business, basic elements of clients’ segmentation, value proposition and business model digital tools.

Adults will learn how to:

1. **Understand business model concept and principles in social business**
2. **Create social business value proposition**
3. **Business model digital tools**

### 2. List of Topics:

#### **Topic 1: Understand business model concept and principles in social business**

**Short description:** The main goal of this topic is to provide all necessary information about the business model concept and principles in social business. Adult learners will learn theory and practical case studies and useful digital links to social business modelling, develop own social business idea in the social business model template (Canvas).

#### **Topic 2: Create social business value proposition**

**Short description:** The main goal of this topic is to present to adult learners the social business value proposition creation. Adult learners will learn the value proposition statement development, the most popular social business values proposition types.

#### **Topic 3: Business model digital tools**

**Short description:** The main goal of this topic is to present to adult learners the social business modelling digital tools. Adult learners will learn the most popular digital tools such as [www.cavanizer.com](http://www.cavanizer.com), LEAN approach and social business digital template.



## MODULE X: SOCIAL BUSINESS MODELLING

Topic	Main Objectives:	KNOWLEDGE <i>(In the context of EQF, knowledge is described as theoretical and/or factual)</i>	SKILLS <i>(In the context of EQF, skills are described as practical)</i>	ATTITUDE <i>(In the context of the EQF, attitude is described as the ability of the learner to apply knowledge and skills autonomously and with responsibility)</i>	Activities/Lesson Plan  <b>To be finalised after training material is developed</b>
<b>Topic 1 Understand business model concept and principles in social business</b>	The main goal of this topic is to provide the necessary information about business model concept and principles in social business	<ol style="list-style-type: none"> <li>1. I understand the business model concept</li> <li>2. I understand the social business model main attributes</li> <li>3. I understand the building blocks of Business model Canvas</li> </ol>	<ol style="list-style-type: none"> <li>1. I know the business model building blocks such as revenue streams, client segment, key resources</li> <li>2. I know the social business attributes such as beneficiary, value proposition, surplus</li> <li>3. I know the business model type Canvas Business model by Alexander Osterwalder (originated from 2010)</li> </ol>	<ol style="list-style-type: none"> <li>1. I'm able to create the business model blocks</li> <li>2. I am able to create social business value</li> <li>3. I'm able to develop Business model Canvas for my social business idea</li> </ol>	<ol style="list-style-type: none"> <li>1. adult learners define the social business idea</li> <li>2. adult learners create value proposition</li> <li>3. adult learners use the <a href="http://www.canvanizer.com">www.canvanizer.com</a> tool</li> </ol> <b>Lesson Plan 1 – Handout 1 &amp; 3</b>
<b>Topic 2 Create social business value proposition</b>	The main goal of this topic is to present to the adult learners the social business value proposition creation.	<ol style="list-style-type: none"> <li>1. I understand the value proposition principle</li> <li>2. I understand the social business value proposition main attributes</li> <li>3. I understand the value proposition statement creation strategy</li> </ol>	<ol style="list-style-type: none"> <li>1. I know the value proposition principle</li> <li>2. I know the social business value proposition main attributes</li> <li>3. I know the value proposition statement creation</li> </ol>	<ol style="list-style-type: none"> <li>1. I'm able to create the value proposition for my social business idea</li> <li>2. I'm able to recognise the different social business value proposition types</li> <li>3. I'm able to develop social business value proposition statement.</li> </ol>	<b>Lesson Plan 2 – Handout 4 &amp; 6</b>
<b>Topic 3 Business model digital tools</b>	The main goal of this topic is to present to adult learners the social	<ol style="list-style-type: none"> <li>1. I understand the usefulness of digital tools for business modelling</li> </ol>	<ol style="list-style-type: none"> <li>1. I know the most popular digital tools for business modelling as <a href="http://www.canvanizer.com">www.canvanizer.com</a></li> </ol>	<ol style="list-style-type: none"> <li>1. I'm able to use digital tools for my social business idea</li> </ol>	

	business modelling digital tools.	2. I understand the different business modelling digital tools logic. 3. I understand LEAN approach in business modelling	2. I know where to search social for digital tools for business modelling 3. I know LEAN approach building methodology “test the hypothesis with potential clients and improve product”	2. I’m able to share my social business idea with my team mates with the help of digital tools 3. I am able to validate my business idea with potential customers based on LEAN approach	<i>Lesson Plan 3 – Handout 7 &amp; 8</i>
--	-----------------------------------	--	--	---	--

